



**USAID**  
DEL PUEBLO DE LOS ESTADOS  
UNIDOS DE AMÉRICA

**CADENAS DE  
VALOR RURALES**  
QUICHÉ, TONICAPÁN Y QUETZALTENANGO



**Save the Children**

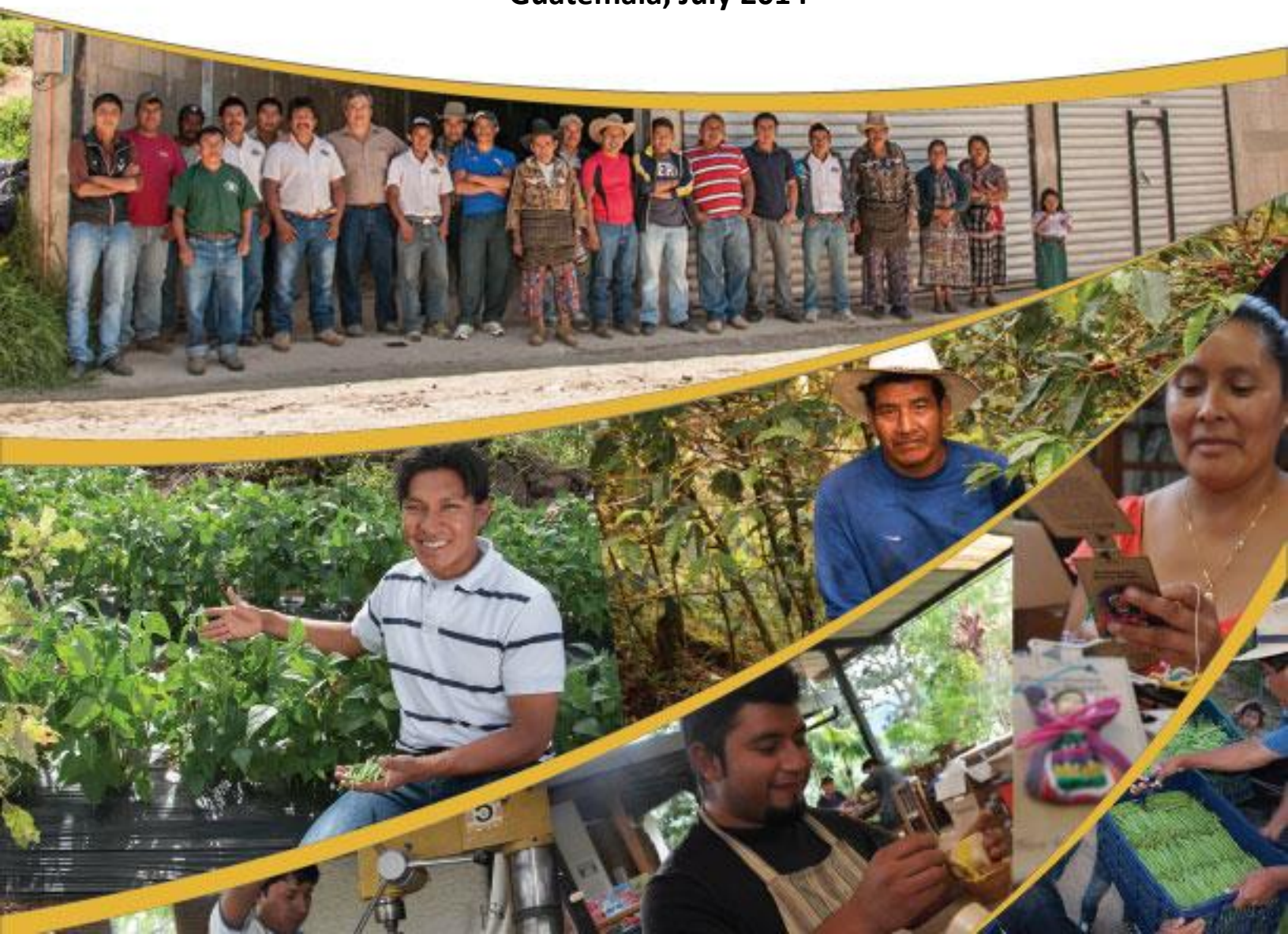
# **QUARTERLY PROGRESS REPORT**

## **Rural Value Chains Project**

**From**  
**April to June 2014**

**Cooperative Agreement No.**  
**AID-520-A-12-00003**

**Guatemala, July 2014**



**Presented by:**

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Con el apoyo de:



VOCES VITALES  
GUATEMALA



## General Data

<b>Executor</b>	Consortium Rural Value Chains Project
<b>Consortium Representative</b>	Guatemalan Exporters Association (AGEXPORT). <a href="http://www.export.com.gt/">www.export.com.gt/</a> / <a href="http://www.encadenamientosempresariales.com">www.encadenamientosempresariales.com</a>
<b>Name of the project</b>	Rural Value Chains Project
<b>Cooperation Agreement</b>	AID 520-A-12-000003
<b>Sub Grantees</b>	Save the Children. <a href="http://www.savethechildren.org">www.savethechildren.org</a> Rainforest Alliance. <a href="http://www.rainforest-alliance.org">www.rainforest-alliance.org</a>
<b>Sub Contracts</b>	INCAP <a href="http://www.incap.org">www.incap.org</a> Vital Voices Guatemala <a href="http://www.vitalvoicesguatemala.org">www.vitalvoicesguatemala.org</a> Sotz'il <a href="http://www.sotzil.org">www.sotzil.org</a> IICA <a href="http://www.iica.int/esp/regiones/central/guatemala/">www.iica.int/esp/regiones/central/guatemala/</a> Laboratory Commission of AGEXPORT <a href="http://www.glabs.com">www.glabs.com</a> Commission of differentiated coffees of AGEXPORT Craft Commission of AGEXPORT <a href="http://www.handmadeinguatemala.com">www.handmadeinguatemala.com</a> School of Foreign Trade
<b>Strategic Alliances</b>	Associations, Cooperatives, Services Providers, Brokers, Organizations and public and private institutions, International Cooperation, Financial Institutions, SESAN, MAGA, and others.
<b>Period of RVCP</b>	May 29 <sup>th</sup> , 2012 – May 22 <sup>nd</sup> , 2017
<b>Geographic Area</b>	12 municipalities at the department of Quiché, Totonicapán, and Quetzaltenango.
<b>Prioritized Sectors</b>	Horticulture, Coffee and Crafts
<b>Total Budget</b>	US\$ 23,000,000
<b>General Goal of the Project</b>	To expand participation of families from rural area in the chosen value chains in order to increase their income.
<b>Name of the document</b>	Quarterly Report from April to June 2014

## Acronyms

<b>AGEXPORT</b>	Guatemalan Exporters Association	<b>INCAP</b>	Nutritional Institute of Central America and Panama
<b>AGREQUIMA</b>	Guild of Agricultural Chemical Association	<b>INIFAT</b>	Fundamental Research Institute of Tropical Agriculture
<b>BPA's</b>	Good Agricultural Practices	<b>MAGA</b>	Ministry of Agriculture
<b>CCDESAN</b>	SAN Demonstration Community Centers	<b>MARN</b>	Ministry of Environment and Natural Resources
<b>CEDECO</b>	Educational Corporation for Costa Rican Development	<b>M&amp;E</b>	Monitoring and Evaluation
<b>CGP+L</b>	Guatemalan Cleaner Production Center	<b>MSMEs</b>	Micro, small and medium-sized enterprises
<b>CNCG</b>	Climate, Nature, and Guatemalan Communities	<b>M &amp; E</b>	Monitoring and Evaluation
<b>COANEPA</b>	New Hope Comprehensive Agricultural Cooperative	<b>OMM</b>	Municipal Offices for Women
<b>CONPRODA</b>	Council of Agricultural Production	<b>ORCAFI</b>	Coffee network organizations at Ixil
<b>COVENORTE</b>	Apex North Cooperative	<b>PEE</b>	Chain Business Program
<b>DQA</b>	Data Quality Assessment	<b>PMA</b>	Produce Marketing Association
<b>EE</b>	Business Chains	<b>ADINA</b>	New Alliance Integral Development Association
<b>ENCOVI</b>	Life Conditions National Polls	<b>PCSAN-G</b>	Community Promoter SAN and Gender
<b>FAO</b>	Food and Agriculture Organization	<b>SMEs</b>	Small and Medium-sized Enterprises
<b>FIDA</b>	International Fund of Agriculture Development	<b>SAN</b>	Food and Nutritional Security
<b>GABAS</b>	Food-Based Dietary Guidelines for Guatemala	<b>SC-RVCP</b>	Save The Children – Rural Value Chains Project
<b>GTI</b>	Technical Group of INCAP	<b>SESAN</b>	Food and Nutritional Security Secretariat
<b>HIVOS</b>	Humanist Institute for Development Cooperation	<b>USAID</b>	United States Agency for International Development
<b>IARNA</b>	Institute of Agriculture, Natural Resources and Environment	<b>UVG</b>	Del Valle University of Guatemala
<b>IICA</b>	Interamerican Institute of Cooperation on Agriculture	<b>VESTEX</b>	Textile Industry Association of Apparel and Textiles
<b>INACOP</b>	National Institute of Cooperatives	<b>VVG</b>	Vital Voices Guatemala

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# QUARTERLY REPORT FROM APRIL TO JUNE 2014

## RURAL VALUE CHAINS PROJECT

### I. Introduction

The Guatemalan Exporters Association –AGEXPORT-, leader of consortium of Rural Value Chains Project –RVCP-, presents the main results for the period from April to June 2014, as part of the consortium are: **Save the Children, Rainforest Alliance, Central America and Panama Nutrition Center –INCAP-, Vital Voices Guatemala, Sotzi' Association, and Interamerican Cooperation Institute for Agriculture –IIICA-**.

The actions of RVCP continue its course and the members of the consortium have launched activities that have enabled progress with compromised results; coordination efforts and articulation with other instances in the highland areas, have been persistent, being Important to highlight that the Integrated Program in the Western Highlands of Guatemala has maintained the initiative to ensure that the actions of the projects implemented by the different partner organizations USAID in the areas of agricultural economic development, food security and nutrition, health, governance, education and others that can consolidate complementary actions that will result in a greater impact in reducing poverty and malnutrition in the target population.

During this period 8 additional chains were incorporated (3 of vegetables and 5 chains of the craft sector), in total the project attends 58 chains of rural value (41 chains of the vegetables sector, 7 chains of the coffee sector, and 10 chains of the craft sector), benefiting with SDE a total of 6,534 producers distributed in 4,660 men and 1,874 women, making a participation of 29% of women.

In this period generated sales went up to US \$1.093, 637.89, from which US \$ 1,005,596.89 was made up by vegetables and US\$ 88,041 from coffee. Whereas the wages generated were 49,464 equivalents to 287.38.

In global way the Project RVCP has been able to promote accumulated sales for a total of US\$ 6,469,155.65 and generate a total of 333,652 wages, which represent 1283.28 jobs.

The commercialization done in this period was obtained mainly of vegetable production like string beans, sweet peas and peas grain for export. The technical team of the project has provided ongoing technical assistance to partner organizations, making significant efforts to the coffee plantations, so it can receive proper handling with high precautionary approach, given the continuing problems of rust affecting the park coffee nationwide.

The Project in its components 1 and 2 has given has provided agricultural training to 2,309 people, of which 1,574 were men and 735 women; the main topics were the BPAs, integrated pest management, fertilization, pruning and organic fertilizers elaboration for coffee, among others.

About food safety and nutrition topic, 1849 families were trained, from which 941 families were attended by INCAP through counseling visits and 908 families were covered by Save the Children.

It is worth noting that families and individuals, who are mentioned as trained, are part of the population that has been training continuously in the previous quarters and the families of chains that have recently joined the project will be trained in the following periods.

Also, under the alliance management to join efforts in the highlands zone, through the project *Mas Frijol (More Beans)* it was possible to obtain an endowment of more than 11,000 pounds of certified beans of the varieties: *Hunapu*, *Altense* and *Chiva*; A total of 2,200 families (1,500 families of chains which are assisted by AGEXPORT and 700 families chains assisted by Save the Children) will be benefitted and it is expected boosting the planting of 60 hectares of this crop. Through these actions the RVCP is helping to improve the availability and consumption of food for families, thereby will contribute to decrease cases of malnutrition among children and women.

Finally, it should be mentioned that alliances are maintained with 17 buyer companies, who guarantee the purchase and sale of production of smallholder organizations. There is a commitment by AGEXPORT and the consortium members to continue joining forces in order to make the foreseen activities under the different components may have the desired progress and compliance with reducing poverty and malnutrition in the departments and prioritized municipalities.

## II. Objectives and Scope of the Project

*Increase the sustainable economic growth powered by markets access through value chains in rural zones as a mean to reduce sustainably rural poverty and malnutrition, reaching the global objective of the “Feed the Future” (FTF) initiative of the United States Government which is “to sustainably reduce worldwide poverty and hunger”.*

### General Objective:

Increase the sustainable economic growth powered by markets access through value chains in rural zones as a mean to reduce sustainably poverty and malnutrition.

### Strategic Objectives:

1. Improve competitiveness and productivity of value chains increasing family participation.
2. Improve household productivity to increase income and food availability.

### Specific Objectives:

The specific objectives have direct relation with the implementation components of the project, and as a whole include the following:



1. Improve competitiveness and extend the capabilities in associative selected MSMEs through specialized technical assistance to increase the capacity and market access.
2. Expand the coffee and horticultural production and sales model in favor of poor rural households.
3. Improve agricultural productivity through the access to new technologies for innovation, mitigation and adaption to climate change, good agricultural practices, and certifications demanded by the market to improve the competitiveness of MSMEs associations.
4. Develop a project to expand horticultural crops production and commercialization with direct participation of *4 Pinos* in alliance with the Cooperatives Federation of Quiche, for this products commercialization.
5. Increase crops productivity in rural households for domestic consumption and improve its usage.
6. Strengthen women participation in craft value chains and increase productivity and competitiveness of MSMEs that produce crafts.

### III. Coordination of other Projects of USAID

AGEXPORT has maintained an active participation in the coordination of RVCP and also in the coordination of Integrated Program of Western Highlands of Guatemala (WHIP) of USAID.

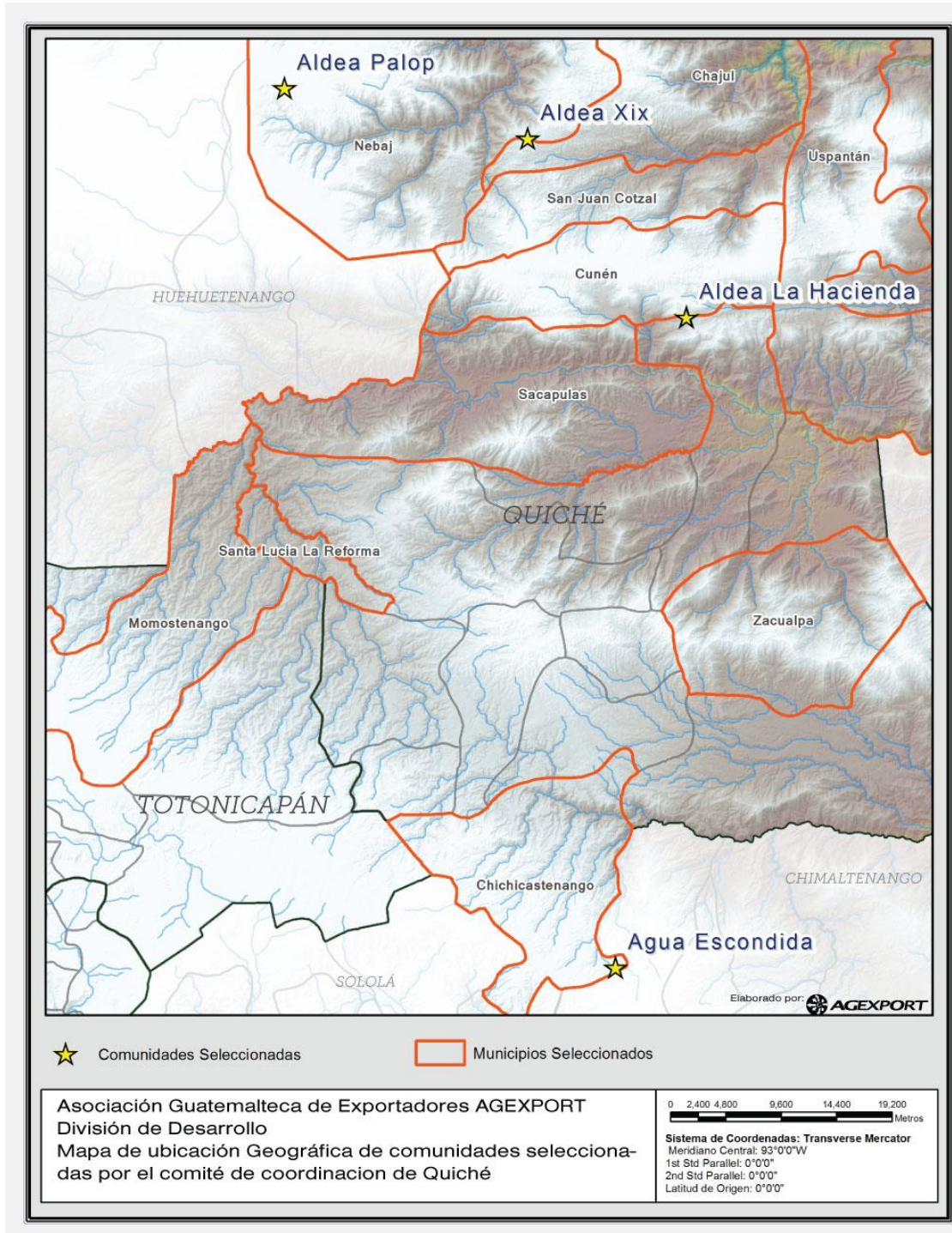
**Central Coordinator Committee:** Currently the Director of RVCP-AGEXPORT Project is the coordinator of Project Central Committee, leading the sector for economic growth. AGEXPORT actively participate in the work of coordination, promotion of discussions and partnerships between projects.

Additionally, Agexport actively participate in the alliance of the private sector for the Nutrition, in the board of direct action and in the board of public policies of the alliance.

Agexport also maintained an active participation in the coordination with the Technical Committee of USAID in WHIP and in coordination of the sector of economic growth.

**Departmental Coordinator Committee of projects USAID QUICHE:** AGEXPORT, who leads the departmental committee members of USAID in the department of Quiche, tracked the Joint Work Plan of the partners and in particular the progresses of the Plan were monitored at *Xix Village, Chajul*, in *Quiché*. Besides, as part of the strategy of scaling, the coordination Committee selected the communities of *Palop*, in *Nebaj*, *La Hacienda Cunén* and *Agua Escondida*, in *Chichicastenango*, where four (4) meetings were held to review the progress of the coordination process in the department and the expansion of the actions. In addition, the visit by officials of the USAID mission was assisted, where the strategies and progress for coordinating the implementing partners were presented, obtaining the recognition of experience of coordination as something new.

**Map 1: Selected communities by the Quiche Committe**



As a result of the coordination, it has achieved that families of the producers of chains have access to health and birth control services which are offered at the Community Health Centers, like the case of the chain APRODEFI in which is coordination between NUTRISALUD and PLANFAM. Actions in Xix village has been complemented with PAISANO project which is implemented by Save the Children, where the technicians and promoters of both projects coordinate support to families with family orchards and nutritional counseling (through SAN promoter), just to mention some cases.

On the other hand, AGEXPORT actively participates in the Departmental Committee of USAID partner organizations in Quetzaltenango and Totonicapán, identifying and selecting the coordinating thematic areas and communities where we will act at the field. In San Juan Ostuncalco, Quetzaltenango will work with the Lagunas Cuaches Village, specifically with potato and bean producers of the ASOTADIR business chain. In Totonicapán, coordination will focus on working with the municipality of Momostenango at the implementation of the Public Policy for Food Security, where AGEXPORT has assigned actions for the promotion of business chains.

**Coordination and Departmental Institutional Linkage:** In the framework of a field visit of the Board of Directors of AGEXPORT in order to know the advances of RVCP at Quiché, a meeting with the Governor of Quiché, Lic. Heber Cabrera was held, in which he was informed about the actions that are being implemented in this department to improve agricultural productivity and the quality of products that will allow better access to international markets and thereby improve the employment opportunities and income of the families. Whereupon the Governor expressed his appreciation for the done work and offered the support that can be gave through the Government.

At the same field visit, the Board of Directors of AGEXPORT held a meeting with the Mayor of the municipality of Nebaj, Mr. Pedro Raymundo, in which he was informed about the done work at the municipality and the Ixil area for increasing the supply of exportable coffee, vegetables and crafts derived from the potential of this place. The Mayor thanked the support and expressed he was informed about the process through the communication of the technical team of AGEXPORT. Something relevant of this meeting was his commitment to give maintenance to the roads to make easier the transportation not just to persons, but also to products destined to market.



Photo 1. Ivan Buitron participating in the visit of the Board of Directors for AA/LAC of USAID



Photo 2. Implementing partners of USAID projects at the end of the visit

#### **IV. Progress in the achievements of goals and results “core indicators”**

The advances of the core indicators of the project for this quarter and its cumulative are presented below:

**Chart No. 1 Advances in “core indicators”**

## AGEXPORT - RURAL VALUE CHAIN

INDICATOR NUMBER AND TITLE	UNIT OF MEASURE	DISAGGREGATION	FY 2014 3TH QUARTER
<b>GOAL LEVEL STATEMENT: Improved Levels of Economic Growth and Social Development in Western Highlands</b>			
<b>PURPOSE LEVEL STATEMENT: Broad Based Economic Growth and Food Security Improved</b>			
<b>4.5-9</b> Per Capita Expenditures (as a proxy for income) of USG targeted beneficiaries	US Dollar	Gendered Household Type: • Adult Female no Adult Male (FNM) • Adult Male no Adult Female (MNF)	
<b>OUTPUT 1. LEVEL STATEMENT: Agriculture Productivity and rural Employment Expanded</b>			
<b>4.5.2</b> Number of Jobs Attributed to FTF implementation	Number Full Time Employment (FTE)	• Location: Urban, rural • Duration: New, Continuing • Sex of job-holder: Male, Female	Rural New Male 268.93 Female 18.45 Total 287.38  Continuing Male 769.14 Female 226.75  1283.28 Cumulative Total
<b>4.5.4</b> Gross Margin per Unit of Land of Selected Products (horticulture and coffee)	US Dollars per hectare (crops)	• Targeted commodity (type of crop) • Sex of farmer: Male, Female	Continuing Horticulture US\$ 1163 /Ha Coffee US\$ -116/Ha
<b>4.5.2-2</b> Number of hectares under improved technologies or management practices as a result of USG assistance	Hectares	• Technology Type • Duration: New, Continuing • Sex: Male, Female • Association-applied	Continuing 69 Has. conversion of sprinkler irrigation to drip. 13 association-applied.
			Continuing 2,195 has. with management in good agricultural practices.  New 447.44 has. with management in good agricultural practices.  Continuing 18 association-applied  New 10 association-applied



INDICATOR NUMBER AND TITLE	UNIT OF MEASURE	DISAGGREGATION	FY 2014 3TH QUARTER
<b>GOAL LEVEL STATEMENT: Improved Levels of Economic Growth and Social Development in Western Highlands</b>			
<b>PURPOSE LEVEL STATEMENT: Broad Based Economic Growth and Food Security Improved</b>			
<b>4.5.2-5</b> Number of farmers and others who have applied new technologies or management practices as a result of USG assistance	Number	<ul style="list-style-type: none"> <li>Duration: New, Continuing</li> <li>Sex: Male, Female</li> </ul>	Agriculture-Continuing 4,008 Male 1,549 Female 5,557 Total
<b>4.5.2-7</b> Number of Individuals who have received USG supported short-term agricultural sector productivity or food security training	Number: To count individuals receiving training	<ul style="list-style-type: none"> <li>Type of individual:                _Producers                _People in government                _People in private sector                _People in civil society             </li> <li>Sex: Male, Female</li> </ul>	Agriculture-Continuing 4,008 Male 1,499 Female  Agriculture-New 43 Male 5 Female 5,555 Total
<b>4.5.2-11</b> Number of food security private enterprises (for profit), producers organizations, water users associations, women's groups, trade and business associations, and community-based organizations (CBOs) receiving USG assistance.	Number	<ul style="list-style-type: none"> <li>Type of organization (see indicator title for principal types)</li> <li>Duration: New, Continuing</li> </ul>	New 10 agricultural organization and 5 handicrafts  Continuing 31 Horticulture 7 Coffee 5 Handicrafts  Total 58 producers organizations
<b>4.5.2-12</b> Number of public-private partnerships formed as a result of FTF assistance	Number	Partnership <b>primary focus</b> : <ul style="list-style-type: none"> <li>Agricultural production</li> <li>Agricultural post-harvest transformation</li> <li>Nutrition</li> <li>Other</li> <li>Multi-focus</li> </ul>	New 1 private (agriculture and food security)  Continuing 14 Agricultural Production 3 Nutrition 4 private-commercial companies (handicrafts)

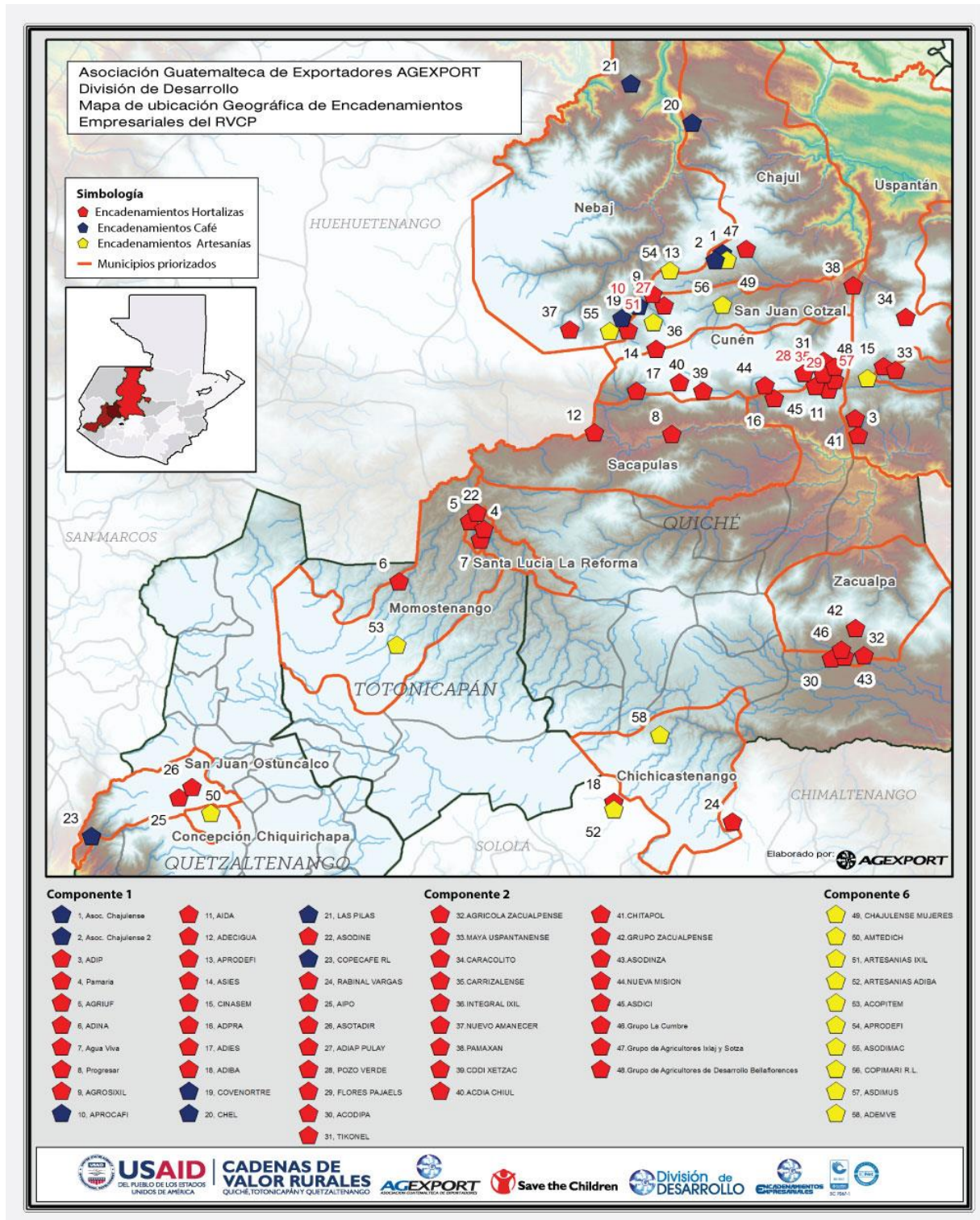


INDICATOR NUMBER AND TITLE	UNIT OF MEASURE	DISAGGREGATION	FY 2014 3TH QUARTER
<b>GOAL LEVEL STATEMENT: Improved Levels of Economic Growth and Social Development in Western Highlands</b>			
<b>PURPOSE LEVEL STATEMENT: Broad Based Economic Growth and Food Security Improved</b>			
<b>4.5.2-13</b> Number of rural Households Benefiting Directly from to USG interventions	Number	<ul style="list-style-type: none"> <li>• Duration: New, Continuing</li> <li>• Gendered Household type: _Adult Female no Adult Male (FNM), _Adult Male no Adult Female (MNF), _Male and Female Adult (M&amp;F), _Child no Adults (CNA)</li> </ul>	Agriculture-New 609 Male 370 Female  Continuing Agriculture- handicrafts 4,051 Male 1,504 Female  6,534 Total
<b>4.5.2-28</b> Number of private enterprises, producers organizations, water users associations, women's groups, trade and business associations and community-based organizations (CBOs) that applied new technologies or management practices as a result of USG assistance	Number	<ul style="list-style-type: none"> <li>• Type of organization (see indicator title)</li> <li>• Duration: New, Continuing</li> </ul>	New 10 agriculture and 5 handicrafts organization.  Continuing 31 Horticulture 7 Coffee 5 Handicrafts  Total 58 producers organizations
<b>4.5.2-38</b> Value of new private sector investment in the agriculture sector or food chain leveraged by FTF implementation	US Dollars	N/A	US\$ 781,836.13 (this period) US\$ 2,447,417.81 Cumulative Total
<b>4.5.2-39</b> Number of technologies or management practices in one of the phases of development: Phase I: under research as a result of USG assistance Phase II: under field testing as a result of USG assistance Phase III: made available for transfer as a result of USG assistance	Number	Phase III: Made available for transfer	Continuing 6 Sprinkler, soil and water conservation, handling of pesticides, managment in good agricultural practices, mulch.

INDICATOR NUMBER AND TITLE	UNIT OF MEASURE	DISAGGREGATION	FY 2014 3TH QUARTER
<b>GOAL LEVEL STATEMENT: Improved Levels of Economic Growth and Social Development in Western Highlands</b>			
<b>PURPOSE LEVEL STATEMENT: Broad Based Economic Growth and Food Security Improved</b>			
<b>4.8.2-8</b> Number of Climate Mitigation and/or adaptation tools, technologies, and methodologies developed, tested and/or adopted as a result of USG assistance	Number of technologies and methodologies	<ul style="list-style-type: none"> <li>• REDD+</li> <li>• Clean Energy</li> <li>• Adaptation</li> <li>• Crosscutting</li> </ul>	
<b>OUTPUT 2. LEVEL STATEMENT: Access to Market Expanded</b>			
<b>4.5.2-23</b> Value of Incremental Sales (collected at farm level) attributed to USG interventions	US Dollar	<ul style="list-style-type: none"> <li>• Agriculture products</li> <li>• Handicrafts</li> </ul>	US\$ 1,093,637.89 (this period) Horticulture and coffee.  US\$ 6,469,155.65 Cumulative Total
<b>4.5.2-30</b> Number of MSMEs, including farmers, receiving USG assistance to access bank loans	Number	<ul style="list-style-type: none"> <li>• Sex of owner/producer: Male, Female</li> <li>• Joint-held MSMEs</li> <li>• Size: Micro, Small, Medium</li> </ul>	Continuing 2 Small Enterprises
<b>4.5.2-36</b> Value of Exports of Targeted Agricultural/Handicraft Commodities as a result of USG assistance	US Dollar	<ul style="list-style-type: none"> <li>• Commodity</li> <li>_ Crop</li> <li>_ Handicrafts</li> </ul>	US\$ 1,090,169.68 (this period) Horticulture and coffee.  US\$6,332,411.54 Cumulative Total
<b>OUTPUT 3. LEVEL STATEMENT: Resiliency of Vulnerable Communities and Households Increased</b>			
<b>3.1.9-1</b> Number of people trained in child health and nutrition through USG-supported programs	Number	Sex: Male, Female	1,131 Female 412 Male 1,543 Total
<b>3.1.9-15</b> Number of children under five reached by USG-supported nutrition programs	Number	Sex: Male, Female	Continuing 1,483
<b>4.5.2-14</b> Number of Vulnerable Households Benefiting Directly from USG assistance	Number	<ul style="list-style-type: none"> <li>• Duration: New, Continuing</li> <li>• Gendered Household type:               <ul style="list-style-type: none"> <li>_ Adult Female no Adult Male (FNM)</li> <li>_ Adult Male no Adult Female (MNF)</li> <li>_ Male and Female Adults (M&amp;F)</li> <li>_ Child no Adults (CNA)</li> </ul> </li> </ul>	Continuing Agriculture-handicrafts 4,051 Male 1,504 Female  Agriculture-New 609 Male 370 Female  6,534 Total

INDICATOR NUMBER AND TITLE	UNIT OF MEASURE	DISAGGREGATION	FY 2014 3TH QUARTER
<b>GOAL LEVEL STATEMENT: Improved Levels of Economic Growth and Social Development in Western Highlands</b>			
<b>PURPOSE LEVEL STATEMENT: Broad Based Economic Growth and Food Security Improved</b>			
<b>PRIVATE SECTOR COMPETITIVENESS</b>			
<b>4.6.2-9</b> Number of private sector firms that have improved management practices as a result of USG assistance	Number	N/A	New 10 agriculture and handicrafts 5 organization.  Continuing 31 Horticulture 7 Coffee 5 Handicrafts  Total 58 producers
<b>4.6.2-10</b> Number of firms receiving USG assistance to invest in improved technologies	Number	Rural, Urban	Continuing 31 Horticulture 7 Coffee 5 Handicrafts  Total 43 rural firms.
<b>CROSS CUTTING ISSUES: GENDER</b>			
<b>GNDR-2</b> Proportion of female participants in USG assisted program designed to increase access to productive economic resources (assets, credit, income or employment)	Percent	N/A	Continuing Agriculture-handicrafts 1,504 Female  New - Agriculture 370 Female  1,874 Total =29% participación femenina

**Map 2: Location of chains in execution of the entire RVCP-AGEXPORT project**



## V. Results progress of the period

In the next section the advances of each one of the components are presented.

### COMPONENT 1: Improve the competitiveness of the value chains

**Leader of C1:** AGEXPORT

**Strategic Objective:** Improve the competitiveness and expand the capabilities of rural associatives MSMEs through the specialized technical assistance that increases its productive capabilities and its market access management.

The report of advances of the period January-March 2014 of Component 1 presents in its first part the new chains that have been structured with its business plan, then, the reached advances in the approved and in execution chains are presented, highlighting the main actions and activities.

#### New Structured Business Chains:

On April and May took place the 3<sup>rd</sup> and 4<sup>th</sup> Committee of Business Chains Selection of the RCVF, in which were presented and approved seven new chains of vegetables.

These seven new chains are located at the municipalities of *Cunen*, *Nebaj* and *Zacualpa* at the department of *Quiche* and *San Juan Ostuncalco* at the department of *Quetzaltenango*. These chains are guide mainly to strengthen the potato chain for the local market and with potential to the regional market and the chains of sweet peas, snow peas and String beans for export. These chains will benefit a total of 641 producers of which 139 are women. The committee approved a total investment of US \$ 482,076.80 for intervention in these seven chains, and a counterpart of the partner producers' organizations of US\$ 514,394.70 is expected.

For the development of these chains, Legumex, SIESA and San Juan Agroexport will participate as commercial partners.



Photo 3. Members of the Selection Chains Committee with Miguel Tiu, producer of the *Flores Pajales* group



**Chart No. 2 Approved Chains in this period**

No.	Name of the Organization	Municipality	Department	Partners to attend			% of Women	Crop / Product	Buyer
				M	W	T			
1	Association Integral of Papicultores Ostuncalco - AIPO -	Aldea Los Alonzos, San Juan Ostuncalco	Quetzaltenango	60	15	75	20%	Fava bean, Potatoes	SIESA
2	Association Ostuncalquense by the Earth, Water and Development Integral Rural - ASOTADIR -	San Juan Ostuncalco	Quetzaltenango	50	10	60	17%	Fava bean, Potatoes	SIESA
3	Association for Development Integral Agricultural Pulay ONC - ADIAP-	Pulay, Nebaj	Quiché	108	18	126	14%	Sweet pea	San Juan Agroexport
4	Association of Producers of the Village Pozo Verde	Aldea Pozo Verde, Cunén	Quiché	59	41	100	41%	Sweet pea	Legumex
5	Association of Producers Agricultural of the Village Flores Pajales	Aldea Flores Pajales, Cunén	Quiché	114	23	137	17%	Snow pea	Legumex
6	Community Development Association Pamq'a Ajtikonel - ACODIPA -	Rincón de los Leones, Zacualpa	Quiché	48	5	53	9%	French green beans	SIESA
7	Association of Producers Tikonel	Aldea Flores Pajales, Cunén	Quiché	63	27	90	30%	Snow pea and green beans	Legumex
<b>Total</b>				<b>502</b>	<b>139</b>	<b>641</b>	<b>22%</b>		

## CHAINS EXECUTION

With the selection of 7 new chains of vegetables, the Project in its Component 1 develops actions with 31 business chains, 25 of them are for vegetables and 6 for coffee. Chart 3, shows a list of the chains in execution from component 1.



**Chart No.3 Business chains in execution C1**

No.	Name of the Organization	Municipality	Department	Partners to attend			% of Women	Crop / Product	Buyer
				M	W	T			
1	Asociación Chajulense I	San Gaspar Chajul, San Juan Cotzal	Quiché	532	43	575	7%	Organic Coffee	Green Mountain Coffee
2	Asociación Chajulense II	San Gaspar Chajul, Santa María Nebaj	Quiché	528	41	569	7%	Organic Coffee	Green Mountain Coffee
3	ADIP	San Miguel Uspantan	Quiché	41	10	51	20%	French green beans	Coop. Cuatro Pinos
4	Pamaria	Santa Lucía La Reforma	Totonicapan	39	29	68	43%	French green beans, Sweet Pea, Snow pea	UNISPACE
5	AGRIUF	Santa Lucía La Reforma	Totonicapan	25	25	50	50%	French green beans, snow pea	San Juan Agroexport
6	ADINA	Momostenango	Totonicapan	26	30	56	54%	French green beans, snow pea	San Juan Agroexport
7	Agua Viva	Santa Lucía La Reforma	Totonicapan	60	20	80	25%	French green beans, snow pea	San Juan Agroexport
8	Progresar	Sacapulas	Quiché	163	30	193	16%	French green beans	UNISPACE
9	Agros Ixil	Santa María Nebaj, San Gaspara Chajul y San Juan Cotzal	Quiché	275	75	350	21%	Pea, Sweet pea, french green beans	SIESA, Alimentos Congelados, S.A.
10	CAFÉ IXIL	Santa María Nebaj, San Gaspara Chajul y San Juan Cotzal	Quiché	214	86	300	29%	Conventional Coffee	Atlas Coffee Importers
11	AIDA	Cunen	Quiché	90	20	110	18%	French green beans	SIESA
12	ADECIGUA	Sacapulas	Quiché	139	18	157	11%	French green beans	SIESA
13	APRODEFI	Chajul	Quiché	114	110	224	49%	French green beans, Snow pea, Sweet pea, Pea	San Juan Agroexport
14	ASIES	Nebaj	Quiché	211	227	438	52%	Sweet pea, pea, french green beans	UNISPACE, San Juan Agroexport, Alimentos Congelados, S.A.
15	CINASEM	San Miguel Uspantan	Quiché	192	138	330	42%	french green beans	FRUTESA, Globalex Inc.
16	ADPRA	Santa María Cunen	Quiché	41	39	80	49%	french green beans, sweet pea	Cuatro Pinos, Alimentos Congelados, S.A
17	ADIES	Sacapulas	Quiché	70	43	113	38%	Onion	CENMA
18	ADIBA	Chichicastenango	Quiché	134	25	159	16%	Sweet pea	SIESA
19	Cooperativa Vertice del Norte COVENORTE	Nebaj y Chajul	Quiché	196	29	225	13%	Organic Coffee	FEDECOCAGUA
20	Flor del Café - Estrella Polar	Chajul	Quiché	66	17	83	20%	Organic Coffee	FEDECOCAGUA

No.	Name of the Organization	Municipality	Department	Partners to attend			% of Women	Crop / Product	Buyer
				M	W	T			
21	Cooperative Interl Agricutural "Las Pilas"	Chajul	Quiché	116	42	158	27%	Organic Coffee	FEDECOCAGUA
22	ASODINE	Santa Lucía La Reforma	Totonicapan	35	15	50	30%	French green beans, snow pea and sweet pea	GHORTEX, S.A.
23	COPECAFE R.L.	San Juan Ostuncalco	Quetzaltenango	56	12	68	18%	Organic Coffee	FECCEG
24	Rabinal Vargas, Civil Society	Chichicastenango, Quiché	Quiché	124	28	152	18%	snow pea, sweet pea	Services International of Expts
25	AIPO	Village Los Alonzos, San Juan Ostuncalco	Quetzaltenango	60	15	75	20%	Fava beans, Potatoes	SIESA
26	ASOTADIR	San Juan Ostuncalco	Quetzaltenango	50	10	60	17%	Fava beans, Potatoes	SIESA
27	ADIAP	Pulay, Nebaj	Quiché	108	18	126	14%	Sweet pea	San Juan Agroexport
28	Pozo Verde	Village Pozo Verde, Cunen	Quiché	59	41	100	41%	Sweet pea	Legumex
29	Flores Pajales	Village Flores Pajales, Cunen	Quiché	114	23	137	17%	snow pea	Legumex
30	ACODIPA	Rincón de los Leones, Zacualpa	Quiché	48	5	53	9%	French green beans	SIESA
31	Tikonel	Village Flores Pajales, Cunen	Quiché	63	27	90	30%	snow pea and green beans	Legumex
31 Organizations corresponding to C1				3989	1291	5280	24%		

**The remarkable activities realized during the present period are the following:**

**Business Management:** In this period the services of three administrative assistants to strengthen the business management of ASIES, ASODINE, COANEPAGRIUF and organizations were contracted. With this administrative assistance knowledge will be strengthened the skills for Boards and representatives of the chains will have better business management in their organizations.

**Technical Assistance:** In this quarter 7 technicians and 8 rural promoters that provide agricultural technical assistance and support to producers for the approved chains at this period were selected. Furthermore, the process of technical assistance to the 24 approved value chains in previous periods in which they have contracted 69 agricultural technicians and rural promoters (27 technicians and 42 rural promoters) continued.

Among the more relevant activities done by technicians and promoters are:

For the Coffee producer organizations the actions were focused to:

- Coffee Renovation: 1,230,000 seedbed bags preparation for renovation of coffee plantations, as well as technical assistance for its implementation.
- Technical handling of coffee, pruning of coffee plantations and of shade trees.
- Monitoring applications mineral fungistats-wines for the prevention and control of rust.

- Technical assistance in the field to members of organizations in the processes of technical handling of coffee with emphasis on the handling of rust.

For the vegetables producer organizations the actions were focused to:

- Supervising harvest quality and collecting for delivery to the buyer.
- Monitoring the application of phytosanitary products as a measure to prevent pest and disease in the crops.

Among the main problems identified in this period for the production of vegetables, the effects of the strong rain during first week of June are highlighted, thus technicians and promoters have checked the status of crops and had monitored to prevent further damage in the next few weeks.

**Agricultural Training:** The activities of generation of knowledge for the agricultural production were developed in the 24 chains of RVCP. Thirty (30) training events were made, to which a total of 1370 producers attended (1020 men and 350 women) who have been trained continuously in different themes which are detailed below:

With the coffee chains:

- Solid fertilizers for organic coffee
- Preparation of seedbeds and tissue handling and pruning
- Control of pests and diseases in coffee

With the Vegetable Chains:

- Protection equipment and equipment calibration
- Good agricultural practices in export vegetables
- Soil conservation
- Integrated management of pests in vegetables (TRIPS)
- Management of Harvest and Post-harvest of String beans

### **Training in the onion chains performed by DLV plant of Holland**

In June in the Rio Blanco village of the municipality of *Sacapulas*, department of *Quiche*, the workshop "Onions, cultivation of great potential and added value" was held, which was given to producers of the area in the framework of the program of Rural Value Chains of AGEXPORT/USAID in alliance with the company DLV plant of Holland. To this event 60 producers and leaders attended of the organizations: ADIES of *Magdalena la Abundancia*, ADECIGUA of the community de *Guantajau*, PROGRESAR with representatives of various villages as *Parraxtut*, Salinas Magdalena, Rio Blanco, and technical personnel of AGEXPORT and SAVE THE CHILDREN.

The theme was exposed by the Ing. Pierre Cammaert who is a Dutch with great experience in crops, who gave important information about the production, harvest, storage and opportunities of added value that can be developed by the groups dedicated to this activity.



Photo 5. Workshop “Onions, cultivation of great potential and added value”. At the left Jan Tuinstra (translator) and at right the Ing. Pierre Cammaert.



Photo 6. The technician of Agexport explains the details of onion production to Ing. Pierre Cammaert during a tour of plantations onion of groups ADIES.

**Commercialization:** The productive activities of the chains of the program RVCP allowed that during this quarter have reached sales for an amount of US\$ 888,885.60; from which US\$ 88,041 corresponds to sales of coffee and US\$ 800,844.60 corresponds to vegetable chains (US \$ 57,087.63 snow peas, US\$ 184,306.74 sweet pea, US\$ 135,622.23 pea beans, and US\$ 423,827.83 of String beans). A total of 15,443.16 quintals of horticultural products and 789.27 quintals of coffee were commercialized. Furthermore, a total of 62,062.76 wages which are equivalent to 238.70 jobs (from which 16.35 were done by women of these groups).

#### **Marketing materials and business image for each organization**

**Business Image:** In this quarter the business image was developed and provided promotional material to the organizations COANEPa, COPECAFE, ASODINE, *Flor de Chel-estrella Polar*, *Rabinal Vargas*, in order to strengthen the commercial management of such organizations. Below are presented some examples of the developed logos:



## Participation in National and International Fairs:

### SCAA Fair:

In April, the participation of 3 rural leaders of chains COPECAFE, APROCAFI, and *Flor de Café Chel* at the Coffee fair –SCAA- was facilitated. Such fair was held at Seattle, Washington, United States on April 23<sup>rd</sup> to April 28<sup>th</sup>, 2014.

The main objective of this fair was to facilitate their participation in order to know the trends of international markets to motivate them to increase their competitiveness levels, which will be accomplished through different conferences that are given by recognized businessmen which are successful and knowledgeable on the topics, as well as the visit and tour that was done at the exhibition in which the latest of the coffee industry could be visualized.



Photo 7. Participation in the Forum of Fair Commerce



Photo 8. Reunited with Lloyd Bernhardt of Ethical Bean Coffee

### Rural Agro-meeting:

AGEXPORT through its platform of AGRITRADE has as a strategy to promote the increase of the agricultural exportable offer of Guatemala through the commercial exchange among organized products, exporters, supply houses and services. In May, Rural Agro-meetings were organized in Quetzaltenango, in which the participation of producers from organizations that the program of Business chains served were facilitated, this at the departments of Totonicapan, Quetzaltenango and Quiche.

## Progress in Promoting Nutritional and Food Security

In the framework of RVCP, AGEXPORT has established an Alliance with INCAP (members or the consortium of RVCP), who has the responsibility of developing the Food and Nutritional Security in the families that are members of the Chain Business Program (PEE) of vegetables, coffee and crafts of the departments of Quetzaltenango, Quiche, and Totonicapan, prioritizing actions to improve the conditions of health and nutrition of the families that are inside de window opportunity strategy of 1000 days.

### Description of the main activities:

- Guide for planting and management of fruit trees was developed. This guide is intended to serve as reference material for eligible families of RVC APRODEFI that will receive fruit trees of the identified species.
- Educational material was developed to promote that families of rural value chains prioritize their investments in health, nutrition and education, to take advantage of opportunities related to the 13 steps of the SUN initiative locally available.
- 551 households (553 women and 15 men) from 18 chains received educational sessions in group way about food supply, among other topics.
- 941 households (940 women and 1 man) receive counseling at home about the complementary feeding, among other topics.
- Design and edition of a poster for the risk management and for the plan of family and community emergency , two for improvement of good hygiene practices and one for the promotion of harvest consumption of family orchards to diversify the diet.
- Meeting for approaching with TLC in order to involve the issue of adaptation to climate change at home.

#### **i. Training PCSAN-G on themes of SAN**

An educational module “prioritization of investments in nutrition, health and education with the generated income by the production activities of agricultural exports and non-agricultural activities” has been generated. Thereby the responsibility to PCSAN-G has been delegated in order to promote good practices in the care and nutrition of the family, pregnant women and children under 2 years through promotion interventions, communication and counseling on nutrition and health (processes of individual and group education).

This module seeks to provide useful tools and practices to partner families of rural chains to invest their money in activities involving the improvement in their health, nutrition and education, also emphasizing in the importance that such activities have in their families.

#### **ii. Training centers in SAN (CCDESAN)**

During this quarter the meetings were initiated to determine where the CCDESAN will be established. The second draft of the technical proposal of the Demonstration Community Centers SAN (CCDESAN) has been developed which promote technological transfer and exchange and dissemination of appropriate measures to improve the food and nutrition situation at the household and community level practices, emphasizing the measures proposed by the SUN initiative in the window frame of the 1,000 days as well as proper food and nutrition security in eco-technologies.

#### **iii. Visits and Counseling in Eligible Homes**

During the April-June quarter, we continued with the educational strategy, which consists in making educational sessions for eligible families and home visits to these same families.



The purpose is to strengthen through visits, the socialized topics in group sessions, having an environment where the mother or caregiver feels confident to express their concerns and opinions on the topic. Also in the visits it is achieved that the developer provides timely and targeted counseling. In the current quarter counseling topics was complementary feeding and other issues during the visit for nutritional oversight.

In the chart below, the number of visited homes during the activities of counseling in the topic of complementary feeding is described, and who participated in group sessions:

**Chart No. 4 Educational sessions and counseling performed by INCAP**

Rural Value Chain	Total of families that received Educational Sessions			Total of families that received Counseling		
	Women	Men	Total	Women	Men	Total
ADESIGUA	32	0	32	47	0	47
ADIBA	26	0	26	47	0	47
ADIES	7	0	7	28	0	28
ADINA	0	0	0	0	0	0
ADIP	0	0	0	9	0	9
ADPRA	5	0	5	13	0	13
AGRIUF	8	0	8	11	0	11
AGROS IXIL	60	0	60	111	0	111
AIDA	12	0	12	30	0	30
APROCAFI	20	0	20	41	0	41
APRODEFI	30	0	30	56	0	56
ASIES	47	0	47	86	0	86
Association Chajulense 1	105	0	105	157	1	158
Association Chajulense 2	91	0	91	145	0	145
CINASEM	30	0	30	58	0	58
Foundation PROGRESAR	18	0	18	45	0	45
Nueva Esperanza	33	0	33	44	0	44
Ríos de Agua Viva	9	15	24	12	0	12
<b>Total of households</b>	<b>533</b>	<b>15</b>	<b>551</b>	<b>940</b>	<b>1</b>	<b>941</b>



Photo 9. Women participating in the chain AGROS CAFÉ IXIL receiving the training



Photo 10. Promoter of RVCP-INCAP training members of the APROCAFI chain about risk themes



Photo 11. And 12. Promoters of RVCP-INCAP sharing in the home visits with families of PROGRESAR group

In the quarter from April to June, to reinforce the behavior change, four posters were made. One was designed for the risk management and for the family and community emergency, two for the improvement of good hygiene practices and one for harvest consumption promotion of family orchards to diversify diet.



#### iv. Health Services Promotion

One of the modules done is the Health and Services Promotion, which contains themes of relevant information (Reproductive health, Monitoring and promotion of growth in children fewer than 5 years, deliver of micronutrients (folic acid, iron, zinc, vitamin A, vaccine, search of health services when warning signs are detected), methodological guide, key messages, and counseling).

#### **v. Rise of the community diagnoses**

The processing and analysis of data of the 18 community diagnoses have ended in the previous quarter, and all the information about the nutritional status of women of childbearing potential and children under 5 years has been incorporated.

19 diagnostic reports are being developed: one that integrates the results of the set of diagnoses and an outcome document for each business chains.

Furthermore, there have been done all preparatory activities for the development of eight community diagnoses with craft chains. The process begins in July.

### **COMPONENT 2: Expand participation in rural value chains**

**Leader of C2:** Save the Children

**Strategic Objective:** Expand horticultural and coffee production, as well as, sales model in favor of poor rural households.

**Component Objective:** Improve competitiveness and extend the capabilities in associative selected MSMEs through specialized technical assistance to increase the capacity and market access.

#### **I. Progress in the execution of Component 2**

Save the Children, according to its responsibility area at the consortium has centered its execution in component 2 "Expand participation in rural value chains" and component 5 "Extend the crops productivity for home consumption and to improve food usage" through the outsourcing of services, which seeks to give attention to 50 groups of chains during the life of the project.

**Administrative Management of Subcontracts:** From formalizing participation of the Association for Agricultural Development and Microenterprise Development (ADAM) to involve 925 families to chain groups in the department of Quetzaltenango; induction processes and support were developed in administrative topics driving the sub contract like in some technical aspects according to the identification of specific needs.

In relation to subcontract Tonicapan, the realization of the "Inventory of Horticultural Groups as potential beneficiaries of the Rural Value Chains Project for the intervention of Save the Children" has started in order to provide initial field information to the assigned executing agency. Regarding this assignment, the options to extend the subcontract ADAM are valid, which are to involve interested entities identified in previously performed convocation process (FUNDES, AGG) or even to involve new options (Mercy Corps). This analysis and final decision will be made during the next quarter when the final allocation shall be made.

In this quarter, resolutions regarding to Coffee subcontract have been made from the analysis of the crop conjuncture, which due to pandemic attacks of rust fungus (*Hemileia vastatrix*), has seen limited its viability to provide to beneficiary families of RVCP of means to increase income. On this matter, the resolution of Agexport inquiring to USAID is to replace the cultivation of coffee chains so Save the Children should identify other crop that allows revenue generation, being the Cardamom which arises at the time as the most viable alternative, with the previous and respective analysis. Save the Children develops coordination with Agexport in order to gather necessary information to make decisions about the approach in this area.

### **Interinstitutional coordination:**

The coordination with the Project Mas Frijol (More Beans) has been of particular relevance, with financing of USAID, which has permitted the obtainment of bean seeds, which has been distributed to families of Quiche for both crops in early winter (May, June, July, according to region) and at the end of the same in residual moisture plantings (October).

Through AGEXPORT, the visit of an expert from the potato crops, onion and carrot was coordinated with the Dutch consulting company Agro-DLV Plant, in order to support farmers to identify the major technical problems in these crops and its possible solutions. It was possible to evaluate the most important problems in the process of production of potatoes and onions; being in its order the production of certified seed of potatoes, the generation of added value in onions and improving the quality of final product both in onion and as in potato.

## **II. Advances on the field implementation of component 2**

### **i. Regional recognition and identification of groups of potential beneficiaries**

During the period of April to June, a total of 3 new groups were identified, which are detailed in chart No. 5, which fulfill the conditions to be a beneficiary of RVCP and has formalized its participation in the project, through the signing of a commitment letter from the board and endorsed by the assembly of the group. Confirmed groups have characteristics required for placement within the type C.

### **ii. Household registration based on selected and confirmed groups**

With the incorporation of three new groups during this quarter, 192 households will be benefitted.

**Chart No. 5 Total of beneficiaries registered in new confirmed groups by Component 2**

No.	Association/ Group	Municipality	Community	Registered Beneficiaries			
				Total	Men	Women	% Women
1	La Cumbre Group	Zacualpa	Chojolonquiej Xextoriam Chiminisiguan	15	11	4	36%
2	Agricultural Group Ixlaj y Sotza.	Chajul	Ixlaj Sotza	72	38	34	47%
3	Agricultural Group of Development Bellaflorences.	Cunen	Bellas Flores	75	38	37	49%
<b>Total</b>				<b>162</b>	<b>87</b>	<b>75</b>	<b>46%</b>

Source: SC-RVCP

Thus far the component 2 of RVCP accumulated a total of 17 chains with which it benefits 927 producers of which 24% are women associated with the chains.

**Chart No. 6 Cumulative Totals of households registered in component 2 for RVCP implementation**

No.	Association/ Group	Total	Men	Women	% Women
1	Association of Integral Agricultural Development Zacualpense.	89	79	10	11%
2	Association for Integral Mayan Development Uspantanense.	40	31	9	23%
3	Group of producers Caracolito.	46	34	12	26%
4	Association of Integral Agricultural Development Carrizalences.	46	38	8	17%
5	Association of integral Development Ixil.	48	45	3	6%
6	Association Nueva Amanecer de Nebaj.	63	53	10	16%
7	Agricultural group of Pamaxan village	23	22	1	4%
8	Center Development Group for Indigenous Defense	88	46	42	48%
9	Civil association of integral agricultural development	68	50	18	26%



No.	Association/ Group	Total	Men	Women	% Women
10	Producers group of Chitapol.	55	52	3	5%
11	Association of Integral Development Zacualpense.	55	41	14	25%
12	Agricultural Group Zacualpense.	40	34	6	15%
13	Agricultural Group Nueva Misión Santa Clara.	56	54	2	4%
14	Association of Integral Agricultural Development Cinaguense.	48	43	5	10%
15	Agricultural Group Ixla y Sotza.	72	38	34	47%
16	Group La Cumbre.	15	11	4	27%
17	Agricultural Group for development Bellaflorences.	75	38	37	49%
<b>Total</b>		<b>927</b>	<b>709</b>	<b>218</b>	<b>24%</b>

Source: SC-RVCP

### iii. Strengthening Capacities

- **Strengthening production**

**Training:** During the training were developed with 17 groups of horticultural producers, by the execution of 39 events developing different topics, where 939 people participate with 41% women (385).

**Technical assistance:** In this quarter, technical assistance was provided to 631 producers, of whom 32% are women.

**Chart No. 7 Total of producers with technical assistance services**

No.	Association/ Group	Total	Men	Women	% Women
1	Association of Integral Agricultural Development Zacualpense.	30	22	8	27%
2	Association for Integral Mayan Development Uspantanense.	40	28	12	30%
3	Group of producers Caracolito.	39	25	14	36%

No.	Association/ Group	Total	Men	Women	% Women
4	Association of Integral Agricultural Development Carrizalences.	19	14	5	26%
5	Association of integral Development Ixil.	39	23	16	41%
6	Association Nueva Amanecer de Nebaj.	39	27	12	31%
7	Agricultural group of Pamaxan village	33	23	10	30%
8	Center Development Group for Indigenous Defense	50	36	14	28%
9	Civil association of integral agricultural development	51	35	16	31%
10	Producers group of Chitapol.	31	21	10	32%
11	Association of Integral Development Zacualpense.	50	38	12	24%
12	Agricultural Group Zacualpense.	34	26	8	24%
13	Agricultural Group Nueva Misión Santa Clara.	58	39	19	33%
14	Association of Integral Agricultural Development Cinaguense.	47	26	21	45%
15	Agricultural Group Ixlay y Sotza.	24	12	12	50%
16	Group La Cumbre.	23	17	6	26%
17	Agricultural Group for development Bellaflorences.	24	18	6	25%
<b>Total</b>		<b>631</b>	<b>430</b>	<b>201</b>	<b>32%</b>

Source: SC-RVCP

**Commercialization:** During this period, five organizations of producers achieve to commercialize a volume of 4,717.79 quintals of horticultural products (pea beans, String beans, Brussels sprouts and sweet peas), which generates an income of US\$204,752.29.

**Chart No. 8 Registry of commercialized quintals and US\$ generated through its sales in the period from April to June 2014**

<b>No.</b>	<b>Association / Group</b>	<b>Commercialized Quintals</b>	<b>Income (US\$)</b>
1	Association Nueva Amanecer de Nebaj	765.25	\$33,719.93
2	Civil Association of Integral Agricultural Development	845.00	\$37,234.03
3	Group of producers of Chitapol.	791.00	\$34,854.58
4	Association of integral Development Zacualpense.	1,345.00	\$59,266.00
5	Agricultural Group Nueva Misión Santa Clara.	821.75	\$36,209.54
<b>Sub-Total Quiche</b>		<b>4,568.00</b>	<b>\$201,284.08</b>
1	Group of producers Agricultural Association Chiquirichapa AGRICH	150.00	\$3,468.21
<b>Sub-Total Quetzaltenango</b>		<b>150.00</b>	<b>\$3,468.21</b>

Source: SC-RVCP

**Jobs:** As a part of the process of activities development in the phases of preparation, production and agronomic management, cutting, packaging, and commercialization of export crops and local market, which involves the use of local workforce, wages and jobs have been generated, which represents sources of employment and improvement of family income. In this quarter 48.68 jobs have been generated, from which 4.31% corresponds to jobs developed by women.

**Chart No.9 Total of generated Jobs in component 2**

<b>No.</b>	<b>Association/ Group</b>	<b>Total</b>	<b>Men</b>	<b>Women</b>	<b>% Women</b>
1	Association of integral Development Zacualpense.	7.01	6.86	0.15	<b>2.09%</b>
2	Association for Integral Mayan Development Uspantanense.	13.47	13.33	0.14	<b>1.03%</b>
3	Association Nueva Amanecer de Nebaj.	1.85	1.81	0.04	<b>2.08%</b>
4	Civil Association of Integral Agricultural Development	8.92	8.17	0.75	<b>8.41%</b>

No.	Association/ Group	Total	Men	Women	% Women
5	Association of integral Development Zacualpense.	5.43	4.97	0.45	8.37%
6	Agricultural Group Nueva Misión Santa Clara	3.72	3.47	0.25	6.63%
7	Association of Integral Agricultural Development Cinaguense.	8.29	7.97	0.32	3.90%
		48.68	46.58	2.10	4.31%

Source: SC-RVCP

### **Progress in Subcontract with ADAM:**

#### **i. Regional recognition and identification of potential beneficiary groups**

As a result of the process of communication and negotiation among ADAM and some groups of producers through the signing of 5 agreements, the participation of 5 groups in RVCP was formalized.

#### **ii. Diagnoses**

Three pre-enterprise diagnoses were held with equal number of groups, being these ADICH, AGRICH, and ASPROFUTURO. These diagnoses were performed through work meetings with the partners and Board of Directors, where, using the instrument of diagnoses, was proceeded with the lifted of field information.

#### **iii. Administrative Progress in subcontract:**

POA 1 (AF 2013-2014) between ADAM and Save the Children which covers the months from April to September 2014 is prepared, and quarterly plans of sub-contract executed by ADAM Quetzaltenango were developed.

#### **iv. Strengthening of capacities:**

- Organizational Strengthening

There is a strengthening business plan for 12 organizations that includes the training program that will allow strengthening the organizational capacities of groups, activities will be implemented from July 2014.

- Production Strengthening

ADICH AND AGRICH already have its chaining plan, which include an investment plan, production plan, crop management, post-harvest management, and generation of added values, among

others. The implementation of this part of the chaining plans will be done from the second quarter (July-September) of this subcontract.

- **Administrative Strengthening**

There is a strengthening business plan for 12 organizations to strengthen the administrative issues, which includes the organization of administrative and finance commissions in 5 groups (MSMEs). This plan was done based in pre-enterprise diagnoses and its implementation with the groups that have already signed the agreement it will be done from July 2014 that is on the second quarter of this subcontract.

- **Commercialization Strengthening**

ADICH and AGRICH already have their chaining plans that include identification of markets and commercialization. In the case of AGRICH, commercial agreements have been established with the company Hortifruti to whom AGRICH has already sold until this time 150 quintals of potato, which represent for AGRICH an income of Q.27,000.00 (US\$ 3,488.00); and they count with the commitment of selling at least 150 quintals of potato per week.

## **COMPONENT 3: IMPROVE AGRICULTURE PRODUCTIVITY**

**LEADER OF C3: AGEXPORT**

**Strategic Objective:** Improve the agricultural productivity through accessing new technologies for innovation, mitigation and adaptation to climate change, good agricultural practices, and demanded certifications to improve competitiveness of associative MSMEs.

- **Good Agricultural Practices**

In order to increase competitiveness and productivity of the chains of the Project, in this period, the contracting of 4 consulting companies was held for the implementation of Good Agricultural Practices in 13 chains of RVCP. The objective of these practices is to strengthen the knowledge of producers to assure the quality and harmlessness of products in order to make them more competitive in the market. The actions include training and establishment of demonstrative parcels that have good agricultural practices focused for the preparation of the organizations for them to be eligible for GLOBAL GAP certification required by international markets for exporting companies.



Photo 13. Producers from ADIBA

**Chart No. 10 Chains that will receive training for the implementation of Good Agricultural Practices**

No.	Encadenamientos
1	Asociación ASODINE
2	Asociación ADIP
3	Asociacion AIDA
4	Asociacion ADPRA
5	Fundacion PROGRESAR
6	Asociacion CINASEM
7	Asociacion COANEP R.L.
8	AsAGRIUF
9	ASIES
10	ADINA
11	RIOS DE AGUA VIVA
12	RABINAL VARGAS
13	COPECAFE

**Certifications:**

During May, an external audit to the production of Sweet Peas and Snow Peas at the organization *Rabinal Vargas* was held, for the recertification of the Global Standards G.A.P and Tesco; with this recertification the buyers and consumers have assured the quality of their products, and these products can reach acceptable levels of security and can be sustainably produced, respecting the health, safety, health, welfare of workers and the environment.

The certification in Good Agricultural Practices has made necessary the implementation of field infrastructure such as latrines, mixing areas and empty containers centers, ensuring that the *Rabinal Vargas* Association can demonstrate the implementation of good agricultural practices resulting in improved operational efficiency and greater competitiveness on the market. In all this process AGEXPORT has been with the producer partners of *Rabinal Vargas* with specialized technical assistance and administrative counseling by the technical assistant, rural promoter, and administrative assistant to give continuity to the processes and was held to practice the standard required by the certification.



Photo 14. Auditor inspects processes of the standards GLOBAL G.A.P



Photo 15. Members of the Board of Directors of *Rabinal Vargas* that attended to the external audit.



### **Distribution of agricultural harvest handling baskets for vegetables**

The capacity of the chains for post-harvest handling to assure the quality and harmlessness of the product was strengthened so that 431 agricultural baskets were delivered to the group CINASEM, with which the group will make the collection, transfer and classification of String beans, supporting the group to maintain quality and avoid losses by mechanical damage during shipment of the product to the buyers.

### **Reception centers and product harmlessness control**

To facilitate the processes of collection, handling and delivery of the products, AGEXPORT supports the implementation of two new centers of product reception and harmlessness control for the groups ADINA and AGRIUF complying with the requirements of harmlessness.

### **Endowment of bean seeds**

In order to increase the production and availability of bean for home consumption in the framework of the alliance between the Rural Value Chains Project and Mas Frijol (More Beans) project, of the Michigan University and ICTA, the distribution of 7500 pounds of bean seeds was performed. Those seeds were certified as the varieties called: *Altense*, *Hunapu* y *Super Chiva*; a total of 1500 participant families of 21 chains were benefitted, which are located at the departments of Quiché and Totonicapán. The total area that will be sown reaches 43.47 hectares.

**Chart No. 11 Benefitted families with certified seed of bean**

Encadenamiento	Municipio	Variedades de semilla de frijol			Familias
		Altense	Hunapu	S. Chiva	
ADIAP	Nebaj	135	130	135	80
Pozo Verde	Cunen	125	125	125	75
Flores Pajales	Cunen	85	85	80	50
ACODIPA	Zacualpa	65	65	70	40
Tikonel	Cunen	115	115	120	70
ADIBA	Chichicastenango	210	205	210	125
COANEP	Santa Lucia la Reforma	85	85	80	50
AGRIUF	Santa Lucia la Reforma	65	65	70	40
ADINA	Momostenango	60	60	65	37
Agua Viva	Santa Lucia la Reforma	50	50	50	30
ASODINE	Santa Lucia la Reforma	80	85	85	50
ADIP	Uspantan	60	60	55	35
Progresar	Sacapulas	165	170	165	100
CAFÉ IXIL	Nebaj	250	250	250	150
AIDA	Cunen	125	125	125	75
ADECIGUA	Sacapulas	125	125	125	75
APRODEFI	Chajul	165	170	165	100
ASIES	Nebaj	85	85	80	50
CINASEM	Uspantan	150	145	145	88
ADIES	Sacapulas	165	170	165	100
Rabinal Vargas, Sociedad Civil	Chichicastenango	135	130	135	80
<b>21 Encadenamientos</b>	<b>9 municipios</b>	<b>2500</b>	<b>2500</b>	<b>2500</b>	<b>1500</b>

With the delivery of bean seed will achieve that families acquire the knowledge of the improved bean seed handling, increase crop productivity and will manage to contribute to the availability and consumption of foods to improve nutrition of families. The technical team will provide the necessary technical assistance to producers in order to ensure proper crop management and to achieve the expected levels of productivity and quality.



Photo16. Producers of ADIP chain from municipality of Uspantán, department of Quiché receiving bags of certified bean seeds to begin sowing crops during winter.



Photo17. Specialist of the Project delivering bean seeds to a producer of CINASEM chain at the municipality of Uspantán, department of Quiché.

## Study for the analysis of vegetable chains

### Onion Chain

The RVCP is developing a “Consultancy for the study of the onion value chain with emphasis in production, commercialization, services and supporting infrastructure to crops”, at the municipality of *Sacapulas, Quiche*. The study has as purpose to analyze the actual status of the onion chain to national level, with emphasis in the municipality of *Sacapulas*, to know and deepen in the status and functioning of the same, with which the potentialities and more relevant elements could be analyze.

The results of the study will allow defining an approach strategy of the onion chain in Quiche and to empower it, directing strategic investments that encourage greater efficiency, productivity and competitiveness of the sector. In the study will actively participate the technical personnel from Agexport and the members of ADIES association, located at *Magdalena La Abundancia* in *Sacapulas, Quiche*.

### Study for the analysis of the coffee chain in the framework of the actions oriented for integrated rust management

Following the Organization of small coffee producers -ORCAFI- at Ixil area, AGEXPORT hired *Creceer* Foundation to develop a study for the “**Analysis of Ixil context of coffee growing and strategic proposal for the Rescue and Development, within the framework the Rural Value Chains Project**”, which aims to understand the current situation and prospects of the coffee sector in the Ixil region of the department of Quiché, both at producer level and at the level of their

organizations, in order to generate information and inputs to formulate and implement a comprehensive strategy to support the sector.

The results of this study will allow having the information to define a strategy for rescuing coffee growing at the Ixil area; among the following products of the study the following are highlighted:

- 1) Analysis of context and trends of coffee growing at international and national levels, and at Ixil region, identifying the status of key factors for competitiveness.
- 2) Situation of actual and future productivity and sustainability, main challenges, constraints and needs for support, with coffee producers of the Ixil region at commercial level, production-technological and financial, with the main conclusions and recommendations, identifying strengths, weaknesses, opportunities and threats, and including a section evidencing the situation, degree of severity and socioeconomic impact of rust in the Ixil region at producer level.
- 3) Actual and Future situations of sustainability and need for strengthening at organizational, commercial, financial and operational levels of the 8 organizations that are benefitted with the Rural Value Chains Project and are part of ORICAFI, identifying strengths, weaknesses, opportunities and threats for the organizational base of the area.
- 4) Characterizing of the producers and their productive systems in function of their productivity and sustainability levels, determining the critical factors to achieve better productivity and sustainability levels of coffee growing of Ixil.

### **Practices of adaption to Climate Change**

In Alliance with TNC, member of the consortium CNCG, the Ixil region integrated by the municipalities of *Nebaj*, *Chajul* and *Cotzal* has been prioritized for the implementation of demonstrative models of practices of adaption to climate change. The strategy includes selecting chains supported by AGEXPORT in that region; initiating community activities in the community of Xix, headquarter of APRODEFI organization, where the process has been the establishment of shade trees of Guama for coffee for an extension of 45 hectares.

Besides, the production of seeds of Guama was implemented in 1 hectare to ensure the supply of seeds to APRODEFI so they can continue using it as a shade tree and additionally will go for sale in the region by providing extra income for the organization.

Also, 5 hectares were implemented to validate an agroforestral system (associate Guama cultivation with corn).

The main characteristics of Guama are that is a leguminous plant that contributes to the nutrition of the coffee plant because it has a high Nitrogen content which helps to diminish the soil erosion because it has the effect of mulch and enhances fertility by the quick decomposition that its leaves has, serving as organic matter.



Photo 18. Establishment of Guama in the crops of the producers of APRODEFI.



Photo 19. Production of seeds of Guama in APRODEFI.

## **COMPONENT 4: Expand markets and commercialization through innovation of private sector**

**Leader of C4:** AGEXPORT and *Cuatro Pinos* Cooperative

**Strategic Objective:** Facilitate through the creation of a Federation of Cooperatives the incorporation of small producers of non-traditional producers of vegetables to export markets through its insertion to value chains of vegetables, generating productive exportable offer, expanded services, transformation, and commercialization of their production, in a strategic alliance with the *Cuatro Pinos* Cooperative and its horticultural development model.

After the analysis done about the environment in which the vegetable chains have developed, a proposal has been prepared to develop a study of the exportable offer in the coverage area of RVCP, which has as an objective to contribute and strengthen the economic activity of agriculture in the coverage area of RVCP, through the identification of the actual and potential export capacities of vegetables in the zone, which allows to have reliable information about production and about supplies for the analysis of the technical, economic, commercial and financial feasibilities of agro-industrial complex of vegetables.

## **COMPONENT 5: Extend the crops productivity for home consumption and improve food usage**

**Leader of C5:** Save the Children and INCAP

**Strategic Objective:** Increase the productivity of crops grown in rural households for domestic consumption and improve the usage thereof.



## a) Advances in execution of Component 5

### Subcontract Quiche

#### i. Strengthening capabilities and promotion of behavioral changes

During this period, 11 groups were trained through the execution of 35 training events, developing different topics, 908 persons participated, from which 55% were trained women.

In order to transfer knowledge and methodologies that enable families to improve their production systems and achieve increased productivity, especially increasing crop yields of basic grains, training was provided to 506 families on alternatives to increase productivity and yields on crops of corn and beans, mainly developing issues: Use of improved seed, reducing the planting distance, reducing grain by posture and monoculture planting corn and beans.



Photo 20. Members of the Association of Agricultural Integral Development Zacualpense, in Zacualpa, Quiché, receiving technical assistance in organic pesticides elaboration



Photo 21. Producer of *Nuevo Amanecer* Association from *Nebaj*, *Xexuxcap* village, Quiché, receiving corn seeds.

- **Implementation of family parcels of basic grains.**

In total 508 families has been benefitted with parcels of corn (20.32 sown hectares), variety of ICTA improved *san Marceño*, and 408 families with parcels of beans (16.32 sown hectares), variety of ICTA *Hunapu*.

As part of the process of application of acquired knowledge during received trainings and as incentive for replication of learning, each family was provided with two pounds of corn seeds for the implementation of an acre of land (0.04 ha.) and 5 pounds of bean seeds for the implementation of an acre of land (0.04 ha.).

- **Strengthening the technical capacities of preparation and storage**

A total of 968 families have been trained on the importance of the family nutrition, how to appropriately handle food at home and the appropriate way of storage, achieving families to learn



the importance of hygiene in the moment of the preparation of food, the usage of appropriate techniques of preparation and hygiene that allow food to be eaten and maintain a better level of nutrients.

- **Strengthening the Nutrition Capacities**

Events for learning the shaping of food pot, the proper combining food techniques, and the proper management of a family budget were developed to encourage greater investment on the purchase of nutritious and quality food replacing the less nutritious food. A total of 532 families were trained, highlighting the importance of food consumption and native herbs with high nutritional value, which are located at these communities.

- **Strengthening the Nutrition Capacities**

It continued the process of encouraging and promoting the usage of exclusive breastfeeding and supplementary feeding for children in the window of the Thousand Days; in total we have trained 473 families. We worked on identifying major warning signs in the newborn and in childhood events were held to promote the cleaning of houses, like basic health practices, through the initiative of house clean, improve self-esteem of women.

#### **Quetzaltenango Subcontract**

##### **i. Diagnosis**

Three pre-enterprise diagnoses were held with equal number of groups, being these ADICH, AGRICH, and ASPROFUTURO which already have its pre-business diagnoses which also include information related to nutritional and food security of the partners of the groups. These diagnoses were performed through work meetings with the partners and Board of Directors, where, using the instrument of diagnoses, was proceeded with the lifted of field information.

##### **ii. Strengthening capacities and promotion in behavioral changes:**

- **Agricultural Strengthening**

With the support of Mas Frijol, 3500 pounds of improved bean seeds were obtained, which will be delivering from July 2014 (second quarter of this subcontract) to the partners of the groups that already have signed the agreement with ADAM, so it can be sown in parcels of these beneficiaries of RVCP. The planting of this seeds corresponds to the second season of plantings whose harvest is expected by the end of October this year, this activity is expected to contribute to increased production of basic grains.

## **COMPONENT 6: Improve competitiveness of crafts value chains**

**Leader of C6: AGEXPORT /Craft Commission.**

**Strategic objective:** Strengthen women participation in crafts value chains and increase productivity and competitiveness of MSME's that produces crafts.

From different developed activities by the crafts component of the Rural Value Chains Project, the advances of the first quarter are presented, being these the followings:

**Chart No. 12 Progress of indicators until the quarter April-June 2014**

No	Results (indicator)	Global Goal 2012-2017	Advance to June 2014 (cumulative)
1	30 MSMEs integrated to commercialization processes	30	8
2	600 New developed products	600	144
3	2250 beneficiaries with access to technical assistance services (1913 women)	2250	302 (252 women)
4	2250 generated employments	2250	302 (252 women) involved persons in productive processes to generate employment
5	US\$ 1.500,000 in generated sales	US\$ 1,500,000	US\$ 50,000

During this quarter, the developed activities with the already established craft chains responded to a strategy through which it seeks to strengthen the commercial linkages through alliances with buyer companies, the detail of this strategy is presented below:

**Strategy of work:**

- Entailment of the different identified chains with related buyers to decoration and gifts market.
- Seeking alliances with industry for chains that can provide raw materials that can be used on a larger scale, not using complex production processes
- Articulate agricultural chains to component 6, providing services and development to artisan chains
- That the activities to be developed are commercially sustainable
- Establish alliances with territorial entities own of the themes, to optimize the human and economic resources, as well as other links in national and international level.
- Broadcasting and dissemination of advances generated in the target areas.

**1. Identification of new chains**

The craft component has continued the actions in order to advance with the identification of artisans groups, in total 8 chains are plenty incorporated to the Project, being these:

**Chart No. 13 Approved Craft Chains**

No.	Name of the Organization	Municipality	Department	Partners to attend			% of Women	Product	Buyer
				M	W	T			
1	Asociación Chajulense de Mujeres Unidas por la Vida	San Gaspar Chajul	Quiché	0	50	50	100%	Production of textile	From The Mayan People To You
2	Proyecto de Artesanías Concepto Ixil	Santa María Nebaj	Quiché	6	45	51	88%	Textil and wood	The Mayan Store
3	Asociación para el Desarrollo Integral Buenos Aires ADIBA	Chichicastenango	Quiché	0	50	50	100%	Fiber baskets and beaded jewelery	Cuerto Textil S.A.
4	Asociación de mujeres tejedoras para el desarrollo integral de Concepción Chiquirichapa / AMTEDICH	Concepción Chiquirichapa	Quetzaltenango	0	35	35	100%	Production Textil	La Casa Cotzal, S.A.
5	COITEM	Momostenango	Totonicapan	20	20	40	50%	Textil Wool	The Mayan Store
6	APRODER	Nebaj	Quiché	10	30	40	75%	Textile and carpentry	Centros Educativos Locales
7	ASODIMAC	Nebaj	Quiché	2	33	35	94%	Textile	Casa Cotzal
8	COPIMARI R.L.	Cotzal	Quiché	1	29	30	97%	Carpets and bags	Marías Bag / Cuero Textil
<b>8 organizations corresponding to C6</b>				<b>39</b>	<b>262</b>	<b>331</b>	<b>109</b>		

At the same time, there are 10 additional identified chains that are making progress in their diagnoses and business plans; it is projected for the months of July and August that the selection committee will analyze the proposals and the insertion of new chains for the project.

## **2. Design and development of new products**

During the third quarter of FY 2014, the development of new products continued, reaching the implementation 144 products, as well as, inking chains with potential buyers. An important field visit was done on April 12<sup>th</sup>, in which 12 businessmen of recognized chain stores like William Sonoma and West Elm attended, achieving strategic alliances to increase production capacity of the chains.

On April 14<sup>th</sup>, a show room of all craft chains identified to date was held, in order to provide interested employers a range of craft products and techniques that could be applicable to the products that they sale in their stores.

The project through the craft component developed new products such as, paintings and figures based on beaded jewelry, home products such as, carpets, cushions, embroidered bags, textiles with various designs for garments, new designs of wood figures for lamps and decoration furniture. Below, some samples and prototypes that are being developed by organizations:



Photo 22. Beaded Cushion  
Done by artisans of ADIBA



Photo 23. Beaded necklace for appliques, done  
by artisans of ADIBA



Photo 24. Gimped yarn and strings for  
accessories done by artisans of  
AMTEDICH



Photo 25. Bags made from fabrics done  
by artisans of AMTEDICH



Photo 26. Wooden spinning tops manufactured by Concept Ixil for interior design.



Photo 27. Wool carpets done by COPITEM



Photo 28. Accessories for complements done by Chajulense Association

### 3. Business Formation

Two productive training activities were performed with the partners of ADIBA and AGROS Foundation chains, training a total of 35 women in topics of: elaboration of pine baskets and dressmaking.



**Chart No. 14 Trainings of craft production**

Theme	Date	Hours	PARTICIPANTS		ORGANIZATION
			Women	Men	
Elaboration of pine baskets	April, 7 and 9	16	20	0	ADIBA
Dressmaking	]May, 28 to 30	21	15	0	Fundación Agros
<b>TOTAL</b>	<b>4 días</b>	<b>37</b>	<b>35</b>	<b>0</b>	

These training activities will continue developing with other chains, taking into consideration the products on demand and according to the potential and interest of the group members.



Photo 29. Partners of ADIBA in training workshop about Elaboration of pine baskets



Photo 30. Partner of *Concepto Ixil* in training workshop of Dressmaking

#### 4. Business training:

A workshop on the theme: Elaboration on Business Plans, was developed, in which 15 persons (13 women and 2 men) from 8 organizations participated. This event was performed in AGEXPORT facilities, and it is part of the development of business capabilities process that is being boost with the members of artisan groups.



Photo 31. Participants of the workshop "Elaboration of Business plans"



Diagnostic studies on the chains have allowed the identification of the following specific needs:

- Training on accounting and financial issues
- Consulting in organizational strengthening

The Rural Value Chains Project through the craft component has begun personnel hiring of promoters and artisan promoters, whom will have the role to give technical assistance to each organization in themes of production, costing and financial controls. Currently, the selection of two field technicians is in process, which will coordinate the work of these promoters, as well as, the execution of punctual activities by region.

For boosting on organizational strengthening of the chains, talks with the Alliance of Cooperative Women of Guatemala have been held, this institution has an important profile in the development of organizational topics and it is expected to establish a working alliance in the coming months.

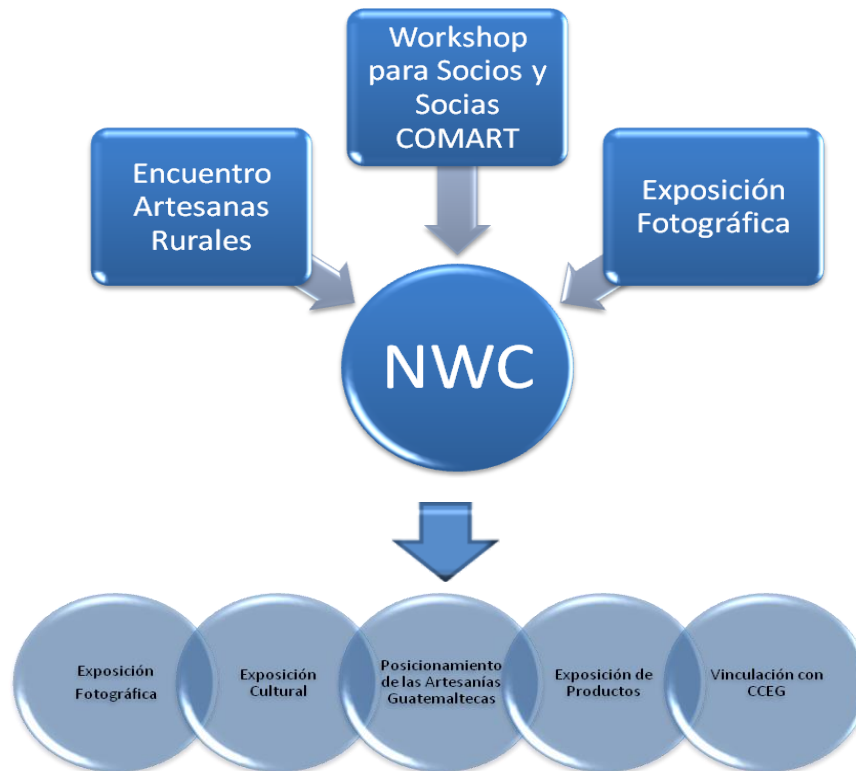
## **5. Commercial Promotion**

The planning of the New World Craft Fair has begun, which seeks to optimize the results that can have 13 craft organizations for its participation and generation of samples and products for participant enterprises.



For these activities, an activity plan that prepares artisans for their effective participation has been developed for the previous connection with purchasing companies, to generate purchase orders. These activities will begin on July 29<sup>th</sup>, with the first artisans meeting with links to the project, which will receive training on "Effective Participation in Fairs" which will be complemented by a workshop with the participation of potential buyers, in order to link them and apply the knowledge obtained during the training.

**Graphic No. 1. Scheme of actions to be developed in NEW WORLD CRAFT.**



In the framework of this planning, an approach with the Cultural Center of Spain –CCEG- has been performed, which will open a new craft store on November, therefore in the framework of New World Craft is seeking to implement a Forum about “Innovation in Crafts for Cultural Rescue” in order to link different artisan organizations with designers, enterprises and interested persons in cultural rescue to revalue the contribution of crafts to cultural recognition through generation of income for artisans.

- **Administrative Advances**

As a part of the strengthening of the team that executes the actions in the framework of the project, one person was hired as “Project Coordinator” to strengthen the link of the Component inside the project and its execution; the hiring process for a person for technical coordination to strengthen the field work as “Field Technicians” was begun.

The specialist in Product Design and the Field Technician received training of Business Plans to strengthen the monitoring that organizations can give on this topic.

## VI. Cross-Cutting Themes

### Environmental Sustainability

#### Alliance with HIVOS

##### Environmental Business Management System

During this quarter, the contracting of the Company EUROCOMER was done, which is going to be in charge of developing the version 2 of the methodology of business chains. The objective is to migrate this technology to other that incorporates more clearly environmental management topics, climate change and women economic empowerment. This new version will incorporate new instruments which will become the environmental management system of rural MSMEs. One of the instruments that will be adopted is the Environmental Mitigation Plan.

##### Technologic Transference for Adaption to Climate Change

During this period, AGEXPORT with complementary funds of HIVOS and in coordination with Climate Project, Nature and Communities in Guatemala –CNCG-, performed ten diagnoses to identify the needs and technologic transference opportunities to improve the agricultural production and the adaption and mitigation to climate change of rural value chains, starting from geographic and cultural conditions, production areas, and climate conditions.

The diagnosed chains were the followings:

**Chart No. 15 Diagnosed Chains**

No.	Name of the organization	Municipality	Department	Partners			Crop/Product
				M	W	T	
1	ADINA	Momostenango	Totonicapán	26	30	56	Ejote Francés, Arveja China
2	Progresar	Sacapulas	Quiche	163	30	193	Ejote Francés
3	Agros Ixil	Santa Maria Nebaj, San Gaspar Chajul y San Juan Cotzal	Quiche	275	75	350	Arveja en Grano, Arveja Dulce, Ejote Francés
4	AIDA	Aldea El Pericon, Cunen	Quiche	90	20	110	Ejote Francés
5	APRODEFI	Aldea Xix, Chajul	Quiche	114	110	224	Ejote francés, Arveja China, Arveja Dulce, Arveja en Grano
6	CINASEM	Aldea Chola, San Miguel Uspantan	Quiche	192	138	330	Ejote Francés
7	ADIES	Aldea Magdalena La Abundancia, Sacapulas	Quiche	70	43	113	Cebolla
8	ADIBA	Los Encuentros Chichicastenango	Quiche	134	25	159	Arveja Dulce
9	ASODINE	Santa Lucia La Refora	Totonicapan	35	15	50	Ejote francés, arveja china y arveja dulce
10	Asociación Chajulense	Chajul	Quichè	532	43	575	Cafè Orgánico
<b>TOTALES</b>				<b>1,631</b>	<b>529</b>	<b>2,160</b>	

An analysis document integrating the results of individual diagnoses to producer organizations including strategic recommendations for the implementation of technology transfer was also developed. The basis for these diagnostic and analysis was also the Climate Vulnerability Analysis developed by TNC.

In the next phase will identify and develop practical options of appropriate technologies for small producers, which are accessible and inexpensive, so that it can be implemented by agricultural technicians of producers' organizations of rural value chains with which AGEXPORT works. These technologies should be developed under the value chain focus and the generation of productive supply to export markets and as an added value also seeks to improve food and nutritional security of families.

This activity is coordinated directly with TNC with which will be complementing funds in implementation process. Besides, coordination with the Institute of Nutrition of Central America and Panama -INCAP- who has responsibility build Demonstration Centers for Food and Nutritional Security, which is seen as an opportunity for coordination, can develop comprehensive demonstration sites communities with a focus on micro-watershed management.

Identification of agricultural value chains and/or natural resources management to be dealt for adoption of better practices of adaption to climate change

During this quarter, AGEXPORT and TNC made work sessions to define the municipalities and chains in which will be developed the demonstrative activities of adaption to climate change. The municipalities that were defined are the followings:

- *Ixil region, Quiché*
- *San Juan Ostuncalco, Quetzaltenango*
- *Concepción Chiquirichapa, Quetzaltenango*
- *Santa María Chiquimula y Santa Lucía la Reforma, Totonicapán*

In this region, there are 25 business chains with which AGEXPORT Works that were identified, that in total involve 6000 producers who are dedicated to production of coffee, peas, green beans, bean, potato and crafts.

## **Promotion of Gender Equity (Vital Voices -VVG)**

**Strategic Objective:** Promote the incorporation of the rural women in the development of their community, enhancing their active participation in the association through gender equity promotion, strengthening of their leadership and access to improve their economic, personal and technical capabilities.

### **Advances on the Execution:**

- i. **Identificación de cómo participan y qué hacen las mujeres y hombres en los encadenamientos empresariales**

During May 2014, in various chains of the department of Quiche, the first workshop about Gender Equity was performed, training 322 persons from which 177 were women. Through this events, the

information about the participation of men and women in decision-making positions, training and others was obtained; it also became known in which links of the productive chains, men, women or both perform activities, and the number of hours, wages, and work days were established.

**Chart No. 16 Trained persons in Gender Workshop**

No.	Organization	Board of Directors		Partners		Technicians		Promoters		Others		Total by gender		TOTAL
		W	M	W	M	W	M	W	M	W	M	W	M	
1	ADIP	4	6	5	3					4	0	13	9	22
2	CINASEM		4	7			1		1	3		10	6	16
3	ADPRA	1	4	3	3		1			1	1	5	9	14
4	AIDA		3	4	3		1				1	4	8	12
5	ADECIGUA		5	8	1			1		5	2	14	8	22
6	PROGRESAR	2	1	10	1		2				1	12	5	17
7	ADIES		1	11			1		2		3	11	7	18
8	ASIES		1	2	5			2		5		9	6	15
9	COVENORTE		3	3			1		2	4		7	6	13
10	Las Pilas		2	2	13					18	3	20	18	38
11	Flor de Café		5	8	5		1		2	4	1	12	14	26
12	ADIBA		2		4				1	31	4	31	11	42
13	AGROS IXIL	1	3	1	3		1	1	1	3	1	6	9	15
14	APROCAFI	2	2	2	3		1	1	1	3		8	7	15
15	APRODEFI	2	1	1	3		1		1	4	2	7	8	15
16	Chajulense I y II						2		12	8		8	14	22
	<b>TOTAL</b>	<b>12</b>	<b>43</b>	<b>67</b>	<b>47</b>	<b>0</b>	<b>13</b>	<b>5</b>	<b>23</b>	<b>93</b>	<b>19</b>	<b>177</b>	<b>145</b>	<b>322</b>

Some general observations obtained in the event were:

- Owner women of crops are single mothers, young women, and widows.
- The inheritance of land in families customarily comes to men.
- Some women rented land to cultivate as an alternative employment.
- Mainly in women, accounts and profits inputs are very difficult to handle due to their low educational level; also they experience difficulties in accessing funding sources for not having guarantees to support them.
- The chains located in the department of El Quiché show greater experience and track record, however, tend to have fewer members, low participation of women in decision-making, quantity and quality of participation of women in training in productive issues and / or business, is repeated compared with men.
- Participants referred overload of family responsibilities, roles, stereotypes and customs that limit the participation of women in more proactively ways in areas of decision-making, besides that the majority just talk in their native language, shyness and insecurity language also affect.



Photo 32 Men and Women of Agros Ixil y Aprocafi groups, and Photo 33 members of ASIES group doing dynamics as part of the activities.



Photo 34 Women of AIDA, and Photo 35 Producers of ADIBA chain sharing with personnel VVG information on how men and women participate in different areas of the organization

## ii. Coordination with INCAP to obtain input from the PCSAN-G

It was developed and delivered to PCSAN-E a format to identify women with leadership potential, it has listings and is developing a database with the information obtained.

## iii. Identification of women in productive organizations with leadership potential

During this quarter, the PCSAN-G identified a total of 72 women with leadership potential, using the survey done by VVG to interview a leader woman.

## iv. Identification of women who do not have DPI and / or that are not registered voters

As reported by the baseline study presented in October 2013 by INCAP, 93.7% of women over 18 have an identity card (DPI), while 82.3% are registered voters.

# VII. Communication

The Unit of Communication of the Business Chains Project during this quarter wrote 12 notes that let know the advances and achievements of the Rural Value Chains Project. These notes are



located in the digital platform of “Agexport Today” as in the bulletins “Our Day to Day” of the Development of the Rural Value Chain Project (RVCP), besides the web page ([www.encadenamientosempresariales.com](http://www.encadenamientosempresariales.com)).


The published notes are the following:

- USAID Mission visit chains of sweet peas, broccoli, and cauliflower.
- Ex-President Clinton recognizes Guatemalan craft value chain.
- 1,500 producers will be served by the project *Mas Frijol* in partnership with the Rural Value Chains Project USAID / AGEXPORT.
- Organizations producing coffee, vegetables and crafts implement environmental mitigation measures.
- USAID is evaluating projects in *Totonicapan* and *Quetzaltenango*.
- Producers of Quiche initiate actions to implement gender equity.
- Producers of 7 departments of the Western Guatemala participate in Rural Agro-meeting.
- 7 new rural chains will be linked to exports.
- Innovative system is implemented of drip irrigation low pressure.
- The Rural Value Chains Project of AGEXPORT promotes the acquisition of agricultural insurance for horticulturists.
- The Rural Value Chains Project of AGEXPORT strengthens the capacities of the group of coffee producers in *San Juan Ostuncalco* to be certified in Fair Trade.

## **VIII. Administration**

# FEDERAL FINANCIAL REPORT

(Follow form instructions)

1. Federal Agency and Organizational Element to Which Report is Submitted  Agencia para el Desarrollo Internacional - USAID-		2. Federal Grant or Other Identifying Number Assigned by Federal Agency (To report multiple grants, use FFR Attachment)  520-A-12-00003		Page 1	of 1 pages	
3. Recipient Organization (Name and complete address including Zip code)  Guatemalan Exporters Association - AGEXPORT - 15 Avenue 14-72 zone 13 Postal Code 01013						
4a. DUNS Number  846105302	4b. EIN	5. Recipient Account Number or Identifying Number (To report multiple grants, use FFR Attachment)	6. Report Type <input checked="" type="checkbox"/> Quarterly <input type="checkbox"/> Semi-Annual <input type="checkbox"/> Annual <input type="checkbox"/> Final	7. Basis of Accounting <input checked="" type="checkbox"/> Cash <input type="checkbox"/> Accrual		
8. Project/Grant Period (Month, Day, Year) From: May 29, 2012		To: May 22, 2017		9. Reporting Period End Date (Month, Day, Year) June 30, 2014		
10. Transactions (Use lines a-c for single or multiple grant reporting) Federal Cash (To report multiple grants, also use FFR Attachment):			Cumulative			
a. Cash Receipts			\$	4,190,110.70		
b. Cash Disbursements			\$	4,241,050.54		
c. Cash on Hand (line a minus b)			\$	(50,939.84)		
(Use lines d-o for single grant reporting) Federal Expenditures and Unobligated Balance:						
d. Total Federal funds authorized			\$	23,000,000.00		
e. Federal share of expenditures			\$	4,241,050.54		
f. Federal share of unliquidated obligations			\$	2,684,949.46		
g. Total Federal share (sum of lines e and f)			\$	7,638,163.00		
h. Unobligated balance of Federal funds (line d minus g)			\$	15,361,837.00		
Recipient Share:						
i. Total recipient share required			\$	1,200,000.00		
j. Recipient share of expenditures			\$	112,935.67		
k. Remaining recipient share to be provided (line i minus j)			\$	1,087,064.33		
Program Income:						
l. Total Federal program income earned			\$	-		
m. Program income expended in accordance with the deduction alternative			\$	-		
n. Program income expended in accordance with the addition alternative			\$	-		
o. Unexpended program income (line l minus line m or line n)						
11. Indirect Expense	a. Type	b. Rate	c. Period From	d. Base	e. Amount Charged	f. Federal Share
g. Totals:			0	0	0	
12. Remarks: Attach any explanations deemed necessary or information required by Federal sponsoring agency in compliance with governing legislation:						
13. Certification: By signing this report, I certify to the best of my knowledge and belief that the report is true, complete, and accurate, and the expenditures, disbursements and cash receipts are for the purposes and intent set forth in the award documents. I am aware that any false, fictitious, or fraudulent information may subject me to criminal, civil, or administrative penalties. (U.S. Code, Title 18, Section 1001)						
a. Typed or Printed Name and Title of Authorized Certifying Official Daisy Elizabeth Mazarlegos - Administradora Financiera Programa de Encadenamientos Empresariales AGEXPORT			c. Telephone (Area code, number, and extension) 2422-3300 ext 3569			
			d. Email Address daisy.mazarlegos@agexport.org.gt			
b. Signature of Authorized Certifying Official			e. Date Report Submitted (Month, Day, Year) July 09, 2014			
			14. Agency use only:			

Standard Form 425 - Revised 6/28/2010  
OMB Approval Number: 0348-0061  
Expiration Date: 10/31/2011

## Budget statement up to June

Budget Lines	Activities	General Budget 2012-2017	Expenses T3 Apr - Jun 2014	Total FY14	Committed to September 2014	Balance	%
		USD	USD	USD	USD	USD	
Competitive Fund	Specialized AT specialized in Business Development -Chains- 60 Value Chains	\$2,787,500	\$206,157	\$427,296	\$242,367	\$135,778	83%
INCAP	Food Safety and Nutrition	\$547,500	-	-	-	-	-
Vital Voices Guatemala	Gender equity	\$180,000	-	\$35,647	-	-	100%
Dif. Commission coffees	Agricultural productivity, Coffee	\$45,000	-	-	-	\$24,000	0%
Laboratory commission	Tours and activities with the laboratory commission laboratory	\$67,500	-	-	\$10,000	-	100%
Wages intelligence Markets	Intelligence Wages Markets	\$2,635,238	\$90,475	\$278,870	\$126,382	\$3,748	99%
Mobilization, studies, others	Travel expenses and per diems, hirings, workshops and others	\$540,000	\$31,666	\$87,265	\$33,867	\$1,304	99%
Exchange tours	Tours and trips for experiences exchange	\$30,000	\$5,692	\$7,119	\$1,855	\$0	100%
Office equipment	Office equipment for PEE staff	\$60,000	\$9,791	\$19,087	\$9,925	\$988	97%
ISO 9001-.2008	Recertification SGC PEE	\$30,000	-	-	\$1,620	-	100%
AGEX Marketing	Participation in national and international trade shows	\$200,000	-	\$38,480	\$23,309	\$210	100%
Mitigation Plan	Environmental Mitigation Plan and management for 60 activities strings horticultural and coffee	\$338,306	-	-	-	\$15,000	0%
<b>Component 1 Subtotal</b>		<b>\$7,461,044</b>	<b>\$343,781</b>	<b>\$893,764</b>	<b>\$449,325</b>	<b>\$181,028</b>	<b>88%</b>

Budget Lines	Activities	General Budget 2012-2017	Expenses T3 Apr - Jun 2014	Total FY14	Committed to September 2014	Balance	%
		USD	USD	USD	USD	USD	
SAVE THE CHILDREN	Local organizations for development management and production (SC and 03 organizations)	\$3,388,000	\$101,095	\$287,594	\$111,538	\$67,587	86%
	Fundation Vital Voices Guatemala	\$60,000	-	\$18,324	-	-	100%
Mitigation Paln	Environmental Mitigation Plan and environmental management activities for 30 horticultural chains and coffee.	\$121,443	-	-	-	-	
<b>Component 2 Subtotal</b>		<b>\$3,569,443</b>	<b>\$101,095</b>	<b>\$305,918</b>	<b>\$111,538</b>	<b>\$67,587</b>	<b>86%</b>
Chain Program	Introduction of alternative technologies to adaptation and mitigation	\$100,000	-	-	\$125,516	\$334,484	27%
	Technological demonstration plots	\$100,000	-	-	-	-	0%
	School of Foreign Trade -AGEXPORT-	\$200,000	-	\$19,588	\$14,862	\$25,490	57%
<b>Component 3 Subtotal</b>		<b>\$400,000</b>	<b>-</b>	<b>\$19,588</b>	<b>\$140,378</b>	<b>\$359,974</b>	<b>31%</b>
Chain Program	Expansion of markets and trade, unleashing innovation and investment in the private sector (Private aggregator)	\$3,000,000	-	-	-	\$20,000	0%
<b>Component 4 Subtotal</b>		<b>\$3,000,000</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>\$20,000</b>	<b>0%</b>
SAVE THE CHILDREN	Technical assistance and support basic grains productivity	\$1,212,000	\$45,124	\$135,380	\$48,077	\$22,272	89%
	Productive Diversification						
	Nutrition education						
INCAP	Demonstrative centers	\$202,500	-	-	-	-	0%
<b>Component 5 Subtotal</b>		<b>\$1,414,500</b>	<b>\$45,124</b>	<b>\$135,380</b>	<b>\$48,077</b>	<b>\$22,272</b>	<b>89%</b>

Budget Lines	Activities	General Budget 2012-2017	Expenses T3 Apr - Jun 2014	Total FY14	Committed to September 2014	Balance	%
		USD	USD	USD	USD	USD	
Arts and Crafts Commission - AGEXPORT-	Competitive Fund of Direct Technical Assistance to handmade organizations	\$755,604	\$15,377	\$21,250	\$4,679	\$123,414	17%
	Market intelligence	\$796,679	\$26,237	\$68,520	\$6,325	\$28,543	72%
	Operating expenses	\$301,755	\$24,748	\$42,231	\$25,162	\$4,701	93%
	Technical assistance to SMEs	\$25,000	\$323	\$1,375	-	\$10,625	11%
	Trade promotion	\$286,566	\$474	\$14,149	\$45,608	\$15,522	79%
	Informative platform	\$25,000	\$392	\$392	-	\$6,407	6%
Vital Voices Guatemala	Gender equity	\$90,000	-	\$20,609	-	-	100%
INCAP	Food security	\$150,000	-	-	-	-	
Mitigation plans	Environmental management	\$69,396	-	-	-	-	
<b>Component 6 Subtotal</b>		<b>\$2,500,000</b>	<b>\$67,551</b>	<b>\$168,526</b>	<b>\$81,774</b>	<b>\$189,212</b>	<b>57%</b>
Mitigation plans consortium	Environmental sustainability	\$115,660	-	\$20,658	-	-	100%
Vital Voices Guatemala	Gender Plan Consortium	\$70,000	-	\$5,420	-	-	100%
	Forums, special meetings of women leaders. Visibility of women, publications, documents, systematizations.						
Association Sotz II	Cultural identity	\$100,000	-	-	-	\$30,000	0%
IIICA	Knowledge management	\$200,000	-	-	-	\$60,000	0%
<b>Cross-Cutting Subtotal</b>		<b>\$485,660</b>	<b>\$0</b>	<b>\$26,078</b>	<b>-</b>	<b>\$90,000</b>	<b>22%</b>
Rural Chain Program	Strategic plan of communications - printed materials, visibility of the project	\$146,103	\$1,680	\$2,321	\$5,769	\$8,910	48%
	Salaries personnel in charge of implementing the communication plan	\$218,897	\$8,139	\$26,424	\$4,551	\$3,025	91%
	Presentation of project results	\$100,000	\$7	\$10,097	-	\$4,903	67%
<b>Communications area Subtotal</b>		<b>\$465,000</b>	<b>\$9,826</b>	<b>\$38,842</b>	<b>\$10,320</b>	<b>\$16,838</b>	<b>74%</b>

Budget Lines	Activities	General Budget 2012-2017	Expenses T3 Apr - Jun 2014	Total FY14	Committed to September 2014	Balance	%
		USD	USD	USD	USD	USD	
Rural Chain Program	Salary of the a monitoring and evaluation specialist and a monitoring junior specialist	\$274,439	-	-	-	\$5,000	0%
	Implementation of the monitoring system, field expenses. Program	\$107,275	-	-	-	\$25,000	0%
	Initial baseline made with INCAP	\$150,000	-	\$125,644	-	-	100%
<b>Monitoring and evaluation Subtotal</b>		<b>\$531,714</b>	<b>-</b>	<b>\$125,644</b>	<b>-</b>	<b>\$30,000</b>	<b>81%</b>
Rural Chain Program	Administration, procurement, accounting	\$1,467,638	\$50,306	\$161,503	\$70,413	\$3,759	98%
	Contribution to space used by the project at Headquarters -AGEXPORT- and offices at the western area.	\$165,000	\$8,797	\$26,717	\$8,900	\$383	99%
	Administrative and personnel expenses of the project located at headquarters, Quetzaltenango and Quiche	\$450,000	\$19,658	\$55,024	\$19,700	\$1,276	98%
<b>Management Subtotal</b>		<b>\$2,082,638</b>	<b>\$78,761</b>	<b>\$243,244</b>	<b>\$99,013</b>	<b>\$5,418</b>	<b>98%</b>
Rural Chain Program	Annual audits	\$150,000	-	\$12,978	\$3,503	\$519	97%
<b>Auditory Subtotal</b>		<b>\$150,000</b>	<b>-</b>	<b>\$12,978</b>	<b>\$3,503</b>	<b>\$519</b>	<b>97%</b>
Rural Chain Program	Strengthening the institution administrative capacity	\$140,000	\$2,159	\$40,834	\$1,751	\$415	99%
<b>Institutional strengthening Subtotal</b>		<b>\$140,000</b>	<b>\$2,159</b>	<b>\$40,834</b>	<b>\$1,751</b>	<b>\$415</b>	<b>99%</b>



Budget Lines	Activities	General Budget 2012-2017	Expenses T3 Apr - Jun 2014	Total FY14	Committed to September 2014	Balance	%
		USD	USD	USD	USD	USD	
Rural Chain Program	Institutional staff of -AGEXPORT- involved in the Administration and management of the Consortium	\$375,000	\$16,957	\$57,622	\$21,087	\$1,952	98%
	Furniture, equipment and institutional vehicles of -AGEXPORT-	\$46,000	-	\$46,417	-	-	100%
	Other direct costs (building maintenance and repair of -AGEXPORT-, technological support and safety)	\$179,000	\$6,249	\$9,713	\$8,615	\$171	99%
<b>Other direct costs of the project Subtotal</b>		<b>\$600,000</b>	<b>\$23,206</b>	<b>\$113,752</b>	<b>\$29,702</b>	<b>\$2,123</b>	<b>99%</b>
Rural Chain Program	This FRR will provide USAID the flexibility to respond faster and efficiently to problems or will allow to design the program's activities that are unforeseen or anticipated but that are worth to include in any of the components under this agreement.	\$200,000	-	\$98,233	-	-	100%
<b>Rapid response fund Subtotal</b>		<b>\$200,000</b>	<b>-</b>	<b>\$98,233</b>	<b>-</b>	<b>-</b>	<b>100%</b>
<b>RURAL PROJECT VALUE CHAIN TOTAL</b>		<b>\$23,000,000</b>	<b>\$671,503</b>	<b>\$2,222,782</b>	<b>\$975,383</b>	<b>\$985,387</b>	<b>76%</b>

## **IX. Total Execution from April to June 2014**

Global execution of this Quarter comes to US **\$671,503** according to presented Budget statement.